

EDUCATION

Fendi, Istituto Marangoni tap artist collaborator for upcycling project

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Fendi collaborator Sarah Coleman is working with the Istituto Marangoni on a new project. Image credit: Istituto Marangoni

By LUXURY DAILY NEWS SERVICE

Italian fashion label Fendi is partnering with Istituto Marangoni on a new upcycling project in support of sustainable styles.

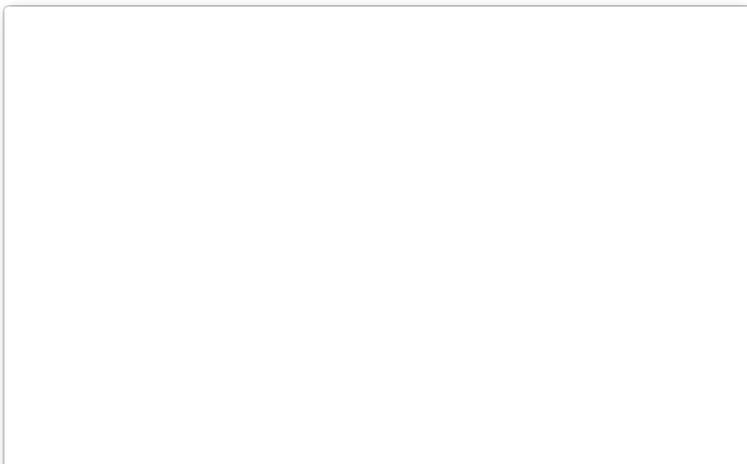
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Select students from **Istituto Marangoni** Firenze will be working under creative guidance from New York-based artist Sarah Coleman, a frequent Fendi collaborator. The "Dis-Cycling" project will focus on the recovery of materials used in the brand's window displays.

Dis-Cycling

The interdisciplinary project, which launched on May 16, will include online and in-person meetings. Participating students were chosen from the Florentine school's fashion design, multimedia art and textile innovation courses.

Ms. Coleman, who was named a I'M Mentor for the institution earlier this year, will work closely with the students to share her expertise in upcycling. They will receive guidance from conception and development to the final execution.



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A post shared by Pardgroup (@pardgroup)

Pardgroup works with several luxury brands, including Fendi, on window installations

Students will learn how to deconstruct discarded material from Fendi window installation and reuse the textiles. Italy's Pardgroup, which handles the window changeout operations for Fendi's European flagships, joins the brand as a collaborator on the project.

Participants will also meet with Fendi managers as well as Istituto Marangoni tutors.

The project will conclude with a fall showcase at Fendi's Capannuccia factory, with the artists' creations on display.

Several Istituto Marangoni locations have developed close relationships with top luxury brands.

Earlier this year, Italian fashion brand Tod's also pushed a sustainable fashion agenda through its partnership with Istituto Marangoni for the ReGeneration project. Twenty design students from Istituto Marangoni Milan and Florence were selected to create a series of projects reinterpreting Tod's codes in a sustainable way ([see story](#)).

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