

APPAREL AND ACCESSORIES

## Fendi announces new store in Greece

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*Located in stunning and sunny Mykonos, the store has several windows, is two floors and reflects white Cycladic architecture. Image courtesy of Fendi*

By LUXURY DAILY NEWS SERVICE

Italian fashion house Fendi is going Greek with its new boutique in Mykonos.

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The boutique on the Greek island is located in Nammos Village, a hub beloved for its shopping destinations. The new location is inspired by Mediterranean culture combined with Fendi house codes.

Welcome to paradise

Located in stunning and sunny Mykonos, the store has several windows, is two floors and reflects white Cycladic architecture. The space is described as chic and elegant, with colors, shapes and furniture reminiscent of the island.

The store's walls have rounded shapes and arches and feature a light-colored pozzolanica and natural stone.



*The Fendi Peekaboo ISeeU medium bag in white is sold exclusively at the boutique in Mykonos. Image courtesy of Fendi*

The store features all categories from the womenwear and menswear lines. The ground floor houses leathersgoods, accessories and shoes, while the second floor holds ready-to-wear pieces for both men and women.

The first floor's offerings are exposed on a turquoise oxidized copper, reminiscent of a seabed. The furniture throughout the store is are curated pieces with wood, rattan and bamboo touches.

The Fendi Peekaboo ISeeU medium bag in white with white leather lining and a Pequin motif wooden handle is sold exclusively for Europe at the Mykonos boutique.

The year has proven exciting for Fendi so far, as the label launched its collaborative collection with Versace through a series of films and still imagery earlier this month.

Making its runway debut last fall, when creative directors Kim Jones, Silvia Venturini Fendi and Donatella Versace swapped roles ([see story](#)), the "Versace by Fendi" collection will soon be available to fashion lovers around the world. In celebrating this momentous event for the two brands, Fendi brought the collection to life through the "Fendace" campaign ([see story](#)).

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