

HOME FURNISHINGS

## Fendi reinterprets iconic cafe with temporary bar in Milan

June 10, 2022



*Fendi invites visitors to indulge in the brand at the pop-up shop. Image courtesy of Fendi*

By LUXURY DAILY NEWS SERVICE

Italian fashion house Fendi is celebrating the return of the Salone del Mobile in Milan with the temporary opening of Fendi Bar a reinterpretation of the renowned Fendi Caff.

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For Salone del Mobile 2022, Fendi Casa has unveiled a collection of new home designs founded on the idea of continuously exchanging creative ideas. Situated at the heart of the city near the Fendi boutique in Via Montenapoleone 3, Fendi Bar extends the brand's codes through an engaging experience and is open to the public until June 12, 2022.

"I strongly believe that today, more than ever, it is essential to establish an ongoing exchange of ideas with international creatives and visionaries who can contribute to further developing the Fendi aesthetic," said Silvia Venturini Fendi, creative director at **Fendi**, in a statement.

"I feel that this collection represents all the messages and values that we have built and intensified over the years," she said. "Part of the new concept of Fendi Casa is also about rediscovering our roots to build our future."

### A taste of Fendi

The concept of the Fendi Bar is inspired by the brand's codes, featuring a mix-and-match interpretation of the O'Lock logo, together with the Pequin stripes and Fendi yellow.

The exterior of the bar features a light, natural wood laser patterned with interlacing O'Lock logos, like the white and beige wallpaper. The squared structure is overseen by a red neon "Fendi Bar" sign and a striped yellow and beige Pequin sun awning.



*The interior of the Fendi Bar. Image courtesy of Fendi*

Glossy Fendi yellow adorns the counter and stools and is juxtaposed with a muted brown wood Pequin flooring.

Combining Fendi's signatures with the Italian tradition of coffee, FF logo coffee and cappuccino are served in white porcelain cups with interlacing Fendi O'Lock logos, a preview of the Fendi Art de la Table collection that will fully launch in October 2022.

For food, sweet and savory bites will be offered for breakfast, accompanied by freshly squeezed juice and extracts. Light lunch fare and an evening aperitivo menu will also be offered, to taste in one of the 12 spots, interior or open-air.

An oval leather vide-poche from the Fendi accessories collection featuring the O'Lock logo in yellow and honey brown shades is available for sale in two sizes at the Fendi Bar, along with a special selection of coffees and cremino Fiat chocolates, in special Fendi packaging.

The bar concept recounts the environment of its notable Fendi Caffè, which made a colorful return to Maimi earlier this year. The creative concept took inspiration from Fendi's spring/summer 2022 collection as well as the work of fashion illustrator Antonio Lopez ([see story](#)).