

APPAREL AND ACCESSORIES

## Fendi balances past, present in fall/winter 2022 collection, campaign

July 8, 2022



*Fendi is taking inspiration from the past and launching it into the future. Image courtesy of Fendi*

By LUXURY DAILY NEWS SERVICE

Italian fashion house Fendi has debuted creative director Kim Jones' fall/winter 2022 collection with a campaign starring American model Bella Hadid.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

Inspired by Delfina Delettrez, daughter of Silvia Venturini Fendi, walking into the Fendi studio in Rome in a printed blouse taken from her mother's wardrobe, Mr. Jones brought styles from the house's 1986 spring/summer collection into the present. To celebrate the new collection, Fendi tapped supermodel Bella Hadid to star alongside other strong women of Fendi.

"It brings me directly to the history of my family," said Silvia Venturini Fendi, "I saw these prints on myself; Kim saw them on Delfina," explains Silvia Venturini Fendi, in a statement. "What interests me the most about fashion is when it is not something just for the moment.

"With Fendi, that is always the case, because it is never banal," she said. "There is always a story behind each piece, something a little different."

Past and present unite

A series of images and a short film shot in Rome feature Ms. Hadid alongside models Julia Nobis, Victoria Fawole, Steph Shiu and Rayssa Medeiros donning looks from the collection.

Set against a simple black and beige backdrop, the apparel and accessories are the stars of the show.

*Bella Hadid stars in Fendi's new fall/winter 2022 campaign*

Reworking and pairing the geometric prints and sartorial styling of 1986 with the lightness of fall/winter 2000, Mr. Jones aimed to design a collection of strength and softness.

In accessories designed by Ms. Venturini Fendi, the house's dedication to craftsmanship is expressed through new chapters of its ongoing "hand-in-hand" project ([see story](#)), alongside intarsia fur iterations of the Fendi First and oversized shopper.

In celebration of 25 years of the Baguette, three of its previous editions have been revived in cashmere, shearling-lined leather and intarsia mink.

In jewelry designed by Ms. Delettrez, monograms are supersized into ear cuffs while tennis bracelets are subtly inset with baguette crystals for an allusion to the FF logo. The master key motif has also been introduced to pendants and earrings.

---

© 2022 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.