

APPAREL AND ACCESSORIES

Fendi names soccer star Karim Benzema as sneaker ambassador

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With its latest appointment, the brand puts a celebrity face to a name for athleisure wear, as part of the strikingly authentic ambassadorship. Image credit: Fendi

By LUXURY DAILY NEWS SERVICE

French professional footballer Karim Benzema is Italian fashion house Fendi's newest ambassador.

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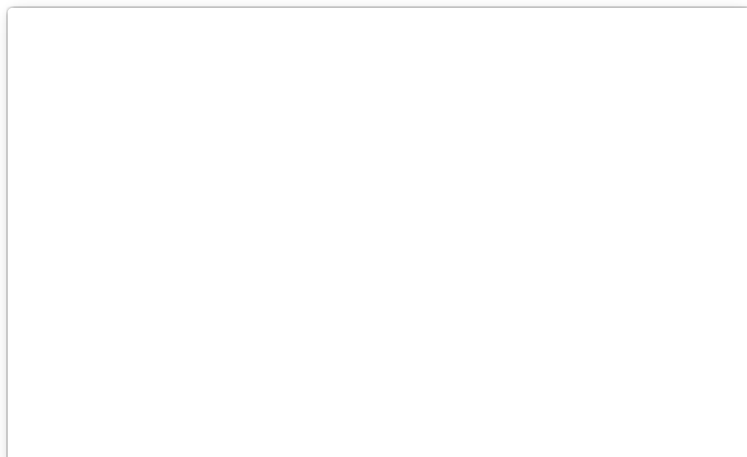
Mr. Benzema will promote the Fendi Faster sneakers, introduced as part of the brand's men's fall/winter 2022 collection. With its latest appointment, the brand puts a celebrity face to a name for athleisure wear, as part of the strikingly authentic ambassadorship.

Winning streak

In a series of new images, UEFA's Men's Player of the Year continues to win, Fendi trainers in tow.

The star is shown in various pairs of the brand's trainers. Listings on Fendi's site show availability for the nubuck leather low-tops in four monochromatic hues: burgundy, beige, black and white.

In a photo reposted to the ambassador's account, Mr. Benzema appears to be wearing a custom electric blue colorway.



[View this post on Instagram](#)

A post shared by Fendi (@fendi)

Street style's aesthetic carries on with Fendi's Faster sneaker. Lightweight and comfortable yet classic in its adaptation of the heritage house's iconography, the footwear prominently features an embossed FF motif on its sides.

The Real Madrid player's winning streak will undoubtedly lift Fendi's trainer of choice. Mr. Benzema boasts the record of Real Madrid's second top scorer of all time, marked by his first goal of the ongoing 2022-23 season.

The longtime Fendi fan has sported branded looks over the years. The synergetic brand appointment proves how powerful a partnership can be when alignment between person and product is both present and prioritized.

Careful celebrity selections are a throughline for Fendi. One door down from the menswear department, model Bella Hadid starred in womenswear campaign efforts for fall/winter 2022 ([see story](#)).

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