

APPAREL AND ACCESSORIES

## Fendi celebrates 25 years of the Baguette with help from Tiffany & Co.

September 9, 2022



*Fendi is celebrating one of its most iconic offerings. Image courtesy of Fendi*

By LUXURY DAILY NEWS SERVICE

Italian fashion house Fendi is honoring its classic baguette handbag with help from U.S. jeweler Tiffany & Co.

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The two luxury icons have come together for the Tiffany & Co. x Fendi capsule collection, which is commemorating 25 years of the Fendi Baguette. The collection will debut at Fendi's Friday night fashion show at New York Fashion week, with Tiffany's signature robin's-egg blue at the helm of the design.

25 years of Baguette

*Womens Wear Daily* reports that the new collection will make its appearance at Fendi's fashion show entitled "Celebrating 25 years of the Baguette."

American fashion designer Marc Jacobs is one of several designers helping reinterpret the handbag, invited by colleague and close friend Kim Jones, artistic director of womenswear at Fendi, to assist in the work.

Celebrating the 25th Anniversary of the Legendary **#FendiBaguette**: join the special fashion show going live today, September 9 at 8:00pm EST from New York City.

[pic.twitter.com/UkgzreKCjA](https://pic.twitter.com/UkgzreKCjA)

Fendi (@Fendi) **September 9, 2022**

*Celebrating 25 years of the Baguette handbag*

With the Baguette serving as a pop culture icon, having starred as a comedic point in an episode of "Sex and the City," the reinvigoration of the piece is even coming with some help from American actress and star of the aforementioned television program, Sarah Jessica Parker.

With 25 years of the Baguette shining throughout the handbag industry, its anniversary celebration is star-studded and

thoughtful.

The collection includes a medium Baguette in crocodile, leather or silk satin and a nano Baguette in leather or silk satin with a silver chain handle. Each handbag also includes a "Return to Tiffany" charm.

Additional charms, which are Baguette-shaped, are available.

The collection will be available in stores starting January 2023, with prices beginning at \$2,350 and ranging to \$140,000.

Whether it is assisting another luxury brand or tapping the most famous people in the world, Tiffany & Co. continues to position itself at the forefront of luxury.

Earlier this month, the jeweler continued to evolve its engagement with the Carters by featuring Beyoncé at the helm of its latest iterative effort.

This time, the powerhouse singer, songwriter, actress, producer and designer takes center stage to co-sign self-confidence. The brand's new "Lose Yourself in Love" campaign lends romance new meaning, smartly building around its oft-subjugated dimension love of self with inclusive messaging for all ([see story](#)).

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