

APPAREL AND ACCESSORIES

Fendi celebrates 25 years of Baguette bag with releases from its archives

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Linda Evangelista, one of 1990s supermodels, has been enlisted to mark 25 years of Fendi's Baguette bag in a new campaign. Image credit: Fendi

By LUXURY DAILY NEWS SERVICE

Fendi's iconic Baguette bag turns 25 this year, and the Roman design house is celebrating by re-releasing 25 editions from its archives.

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Fendi's video campaign for the celebration stars yet another 90s icon, model Linda Evangelista, showing off a number of the Baguette releases.

"It was a special day when I designed this bag the stars aligned," Silvia Venturini Fendi, the brand's current artistic director of accessories and menswear, said in a statement. "The horoscope said it was a Fendi day."

Fendi is part of French luxury conglomerate LVMH's empire.



One of Fendi's Baguette models. Image credit: Fendi

In the bag

Designed by Ms. Venturini Fendi, the bag debuted in 1997, kicking off the "It bag" craze that would follow.

A selection of the reissued Baguettes was seen at Fendi's last runway show, which was a design collaboration between Kim Jones, artistic director of womenswear at Fendi, and Marc Jacobs.



Still from the Fendi film marking 25 years of the Baguette bag. Image credit: Fendi

The 25 chosen bag editions include a turquoise-and-red sheepskin, yellow stones-and-beads, embroidered Fendi logo fabric, pink sequins, platinum leather and red satin.

There will also be more to the celebration with Baguette collaborations dropping throughout the rest of the year by the likes of Tiffany & Co., Porter and actress Sarah Jessica Parker, who famously sported a Baguette as Carrie Bradshaw on HBO's hit *Sex and the City*.

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