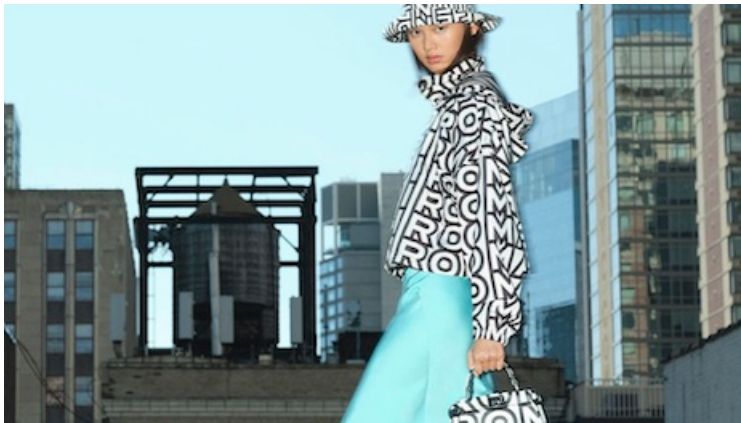


APPAREL AND ACCESSORIES

## Marc Jacobs reimagines Fendi's logo for latest Roma Capsule collection

November 28, 2022



*Marc Jacobs is bringing his special touch to Fendi's latest Roma collection. Image credit: Fendi*

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By LUXURY DAILY NEWS SERVICE

LMVH-owned Italian fashion label Fendi will release Dec. 1 the latest in its Roma Capsule collection, this time featuring a reimagined logo by U.S. fashion designer Marc Jacobs.

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Mr. Jacobs' vision shows the Fendi name, or alternatively, the capsule name, Roma, emblazoned in oversized black bubble letters across the white background of a small handbag.

Model Shuping Li is also wearing a hat and raincoat with matching lettering in the same picture.

Marc Jacobs' eponymous brand is also partly owned by LVMH, the leading luxury conglomerate.

Collaborations within the LVMH family are occur, as do outside partnerships that target each brand's audiences to generate new business.

Leaving his mark

Available at boutiques and on [Fendi's website](#), the collection offers a number of handbags in a variety of styles and colors, featuring several incarnations of the logo.

These include leather, sheepskin and elaphe Boston bags with tortoise-shell effect plexiglass handles. Also included are chain wallets, clutches, belt bags and a camera case.

Earlier this month, the Roman design house [celebrated](#) the 25<sup>th</sup> anniversary of its popular baguette bag. This bag designed by Silvia Venturini Fendi, would be credited with starting a popular demand for "It bags."

Twenty-five versions of the popular bag were reissued to celebrate the milestone. Supermodel Linda Evangelista starred in the celebratory campaign.

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