

APPAREL AND ACCESSORIES

Fendi, Sarah Jessica Parker drop Baguette capsule as silhouette's anniversary celebration continues

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Fendi's new Baguette collaboration with SJP joins other celebrations of the anniversary. Image courtesy of Fendi

By LUXURY DAILY NEWS SERVICE

In honor of the 25th anniversary of the iconic Baguette bag, Italian luxury fashion house **Fendi** and actress Sarah Jessica Parker are continuing the brand's stream of celebratory programming with a new capsule.

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The limited-edition collaborative collection is available upon request – shoppers will need to make a reservation at one of the select few boutiques worldwide with which the bag will be stocked. The iterative drop celebrates the heritage of the fashion house, going live alongside a slew of other anniversary releases from Fendi.

Tree cheers for Baguette

The Sarah Jessica Parker x Fendi capsule collection is modeled after a historic Baguette model, one that features sequin embroidery sequins, bringing the brand's legacy to the spotlight.

The bag was originally showcased in New York at the Fendi Baguette 25th Anniversary Show in September and is now available for reserved purchase.

Starting mid-December, Wasabi Green, Baby Pink and Soft Turquoise colorways can be acquired via shopping sessions only, at select Fendi locations globally.

Meanwhile, Fendi's purple Baguette will roll out following "see now, buy now" form across Europe and in the U.S. exclusively, at the Roma Palazzo Fendi, London New Bond Street and New York 57th Street boutiques. No reservation is necessary to purchase this color.



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This collector's bag is joined by other celebratory moves from Fendi, including the construction of a holiday tree made entirely of Baguette bags.

The green metal bags will be lit up, forming a tree shape, and placed around the world at Fendi boutiques, with placement outside of the Roma Palazzo, Paris Avenue Montaigne and Shanghai Plaza 66 pop-up locations.

The constructed tree at the Rome location will shine in shades of green, pink and red, with plans to project the handbags onto Fendi's boutique walls. The London New Bond Street and Paris Avenue Montaigne locations will also be lit up as such, in celebration of the anniversary.



Clockwise, the Soft Turquoise, Wasabi Green, Baby Pink and Purple colorways are shown. Images courtesy of Fendi

As a maison of LVMH, Fendi's light displays will align with the luxury conglomerate's dedication to sustainability, as the brand makes use of RGB LED bars of lights that conserve energy. Displays will be turned off after 10 p.m. local time, with intensity dimmed throughout the day, according to need.

Paying homage to its design roots, the Roman design house recently rereleased Baguette 25 editions from its archives in a campaign starring 90's model Linda Evangelista ([see story](#)).