

COMMERCE

Fendi onboards Brazilian brand ambassador

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The singer-songwriter was seen attending Fendi's fall/winter 2023 show during Milan Fashion Week last month. Image credit: Fendi

By LUXURY DAILY NEWS SERVICE

Italian fashion house **Fendi** has added another rising star from the international music scene to its lineup.

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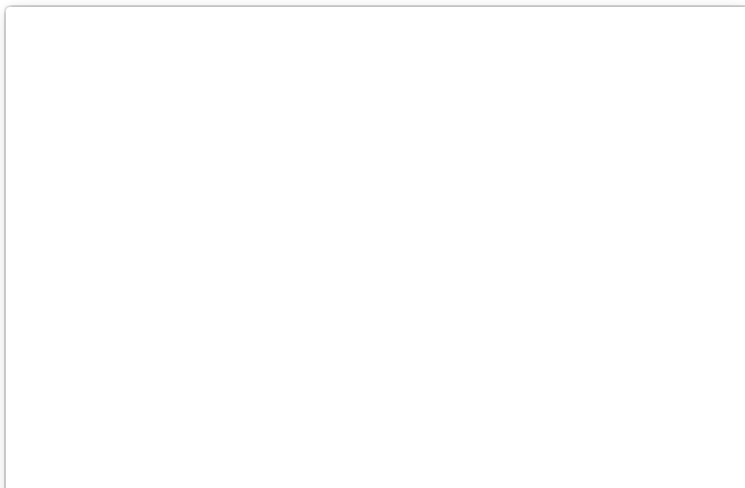
The brand has announced Brazilian-born singer, songwriter and dancer Iza as the newest face of its brand. This partnership represents a philosophy shared by brand and artist, which seeks to maintain tradition while pushing the needle forward.

Based in Rome, Fendi is part of the LVMH family of brands.

Taking ownership

Iza is joining the Fendi family alongside several fellow pop stars from around the world.

In January, the brand welcomed singer An Yu-Jin, popularly known as Yujin, lead singer of K-Pop supergroup Ive ([see story](#)). Actress, singer and model Danna Paola was named Fendi's first ambassador to Mexico, just after her album *K.O.* won a Latin Grammy Award for Best Pop Vocal Album ([see story](#)).



[View this post on Instagram](#)

A post shared by IZA (@iza)

Before being officially welcomed into the Fendi fold, Iza lent the brand her support.

In February, she was seen attending the Fendi fall/winter 2023-2024 show during Milan Fashion Week.

The performer first gained popularity singing covers of pop songs by artists such as Sam Smith and Rihanna on her own YouTube channel. She made her professional debut with the Portuguese-language album, *Dona de Mim* (which translates in English to "owner of me").

The record, like Ms. Paola's, won a Latin Grammy Award, this one for Best Portuguese Language Contemporary Pop Album.

The singer took to social media to express her thoughts about her newest engagement.

"What I like the most about this opportunity is that [Fendi and I] share the same ideals, such as boldness, but at the same time [we] preserv[e] traditions," Iza said in a statement. "The brand and I are always pushing to reinvent and reinvigorate."

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