

COMMERCE

Fendi appoints first global menswear ambassador

June 27, 2023



Italian fashion house Fendi is bolstering its roster of representatives with a first for the nearly 100-year-old maison. Image credit: Fendi

By LUXURY DAILY NEWS SERVICE

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British actor Nicholas Galitzine, best known for his role in the 2022 Netflix film *Purple Hearts*, has been named the label's first global menswear ambassador. Now, the Fendi add stars in his own campaign for the occasion.

Collaborative collection

Mr. Galitzine is featured in a series of visuals, spotlighting styles from the fall/winter 2023 collection.

Sporting overcoats, jackets, hats, pants and various tops, Mr. Galitzine showcases the various materials, including cashmere and silk, and the stylings of each individual release. Designed by the artistic director of accessories and menswear at the maison, Silvia Venturini Fendi, the film brings her vision to life.

Housed in a dark room surrounded by navy curtains, the film has an air of mystery

In what the brand calls "a landscape of sartorial experimentation," the promotional video, directed by Italian artist Nico Vascellari, encases Mr. Galitzine in an enigmatic room, showing his affinity for the line. A score of melodic bells create a soundscape in the background, as cold and neutral hues dominate the offerings.

Cuts are made rapidly between new outfits and poses on the part of the star, as he dons the cold weather attire.

Details on the capsule are sparse, but it becomes available for purchase come July 13, 2023.

The menswear campaign is a far cry from Fendi's most recent ambassador endeavor, which employed Brazilian-born singer, songwriter and dancer Iza in a bright showcase of the fall/winter 2023 collection ([see story](#)).