

APPAREL AND ACCESSORIES

Fendi's first-ever beach club lands in Spain

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Located in Spain, the brand's spot slots in seaside visions of the new Astrology Summer Capsule Collection 2023. Image courtesy of Fendi

By LUXURY DAILY NEWS SERVICE

Italian fashion house **Fendi** is hitting a milestone in the Mediterranean.

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The brand's very first beach club is now open, complete with an accompanying pop-up. Located at Puente Romano Beach Resort in Spain, the spot slots in seaside visions of Fendi's new Astrology Summer Capsule Collection 2023.

"We cannot think of a better way to welcome summer than with our new beach club," said Gonzalo Rodriquez, general manager at **Puente Romano Beach Resort**, in a statement.

"It's a pleasure and honor to collaborate with Fendi."

Astrological proportions

Open daily through the end of September 2023, Fendi for Puente Romano Beach Resort is a remodeling of the resort's existing space, now personalized by the brand.

Chairs, cabanas, cushions, umbrellas and other lounging accessories fill the "chiringuito," a traditional Spanish beach bar. From the red and white stripes to the archival zodiac prints, references to the Astrology Summer Capsule Collection are made throughout.



Bringing together the resort's history and Fendi's designs, the beach club is where luxury fashion meets luxury vacation. Image courtesy of Fendi

Placemats and tableware host the line's aesthetics and zodiac signs, capturing the original collections of the theme from the 1990s.

Guests can enjoy the day beds and sitting spaces that fill the open-air lounges on-site.

Additionally, the five-star resort is hosting a Fendi pop-up store for the duration of the summer, a newly-opened Fendi flagship boutique already situated nearby. The temporary shop sells Astrology Collection items and other pieces from the maison, including the Baguette and Peekaboo handbags.



The Fendi pop-up gives guests the chance to shop new and classic products alike, housed adjacent to the beach club. Image courtesy of Fendi

Fendi is certainly not the first luxury brand this summer to try out its own beach club or resort pop-up.

A whole selection of exclusive names are rolling out their own experiences, taking to coastal spots around the world for the interactive, seasonally-apt and immersive marketing move, especially within Europe.

Now open, the Fendi x Puente Romano Beach Resort in Marbella, Spain, immersing guests in themes from the Fendi summer edit including stripes, the archival zodiac print, and more.

pic.twitter.com/ndyqUczacV

Fendi (@Fendi) **June 23, 2023**

French fashion house Louis Vuitton among them, the maison recently announced its "LV By The Pool" pop-up series, teaming up with global resorts, including multinational hospitality brand Mandarin Oriental ([see story](#)).

Italian fashion house Dolce & Gabbana is applying its own design codes to leisure destinations around Italy, Spain and France. The activation, titled "DG Resort 2023," is a full coastal takeover of vacation hubs around the seaside nations ([see story](#)).

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