

RETAIL

# Fendi Casa opens first West Coast shop-in-shop

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*Fendi Casa has officially hit the West Coast with a new showroom opening at Mass Beverly. Image credit: Fendi Casa/Mass Beverly*

By LUXURY DAILY NEWS SERVICE

The interiors arm of Italian fashion house **Fendi** is growing its network of retail destinations in the Americas.

The division's offerings have officially hit the market on the West Coast. Based in Los Angeles and open for business at 9000 Beverly Boulevard, a new shop-in-shop location settles in with special window displays and a star-studded, celebratory event, as Fendi Casa continues to expand its footprint worldwide.

## **Fendi Casa comes to California**

Fendi Casa is bringing its design codes to California -- embedded within the design district of "WeHo," or West Hollywood, the home decor hub received a warm welcome this week.

Friends of Fendi Casa were wined and dined, the attendees touring the new digs during a grand opening party that took place on Wednesday, Oct. 18.

Luckily, the store's main draw remained accessible to passersby. Spanning five total windows, a decorative window installation grants the public a street-level preview of the space's sharply curated aesthetic.



*The Italian fashion house is growing its network of Fendi Casa retail destinations in the Americas. Image credit: Fendi Casa/Mass Beverly*

High-end furniture and home accessories are among the items in stock amid Fendi's design emporium.

The house's handle on artisanry is represented through the use of metallic golds, modern lighting fixtures, marble textures and more.

Occupants of a larger, 6,500 square-foot home design stop, the luxury house's latest opening results from a new partnership with leading design showroom Mass Beverly Selects.



*Apparel aside, the design hub grants Fendi fans an up-close look at another part of the brand's universe. Image credit: Fendi Casa/Mass Beverly*

Appointments for live shopping sessions can be made [online](#). On-site, guests can expect a service team to offer assistance, providing information for and introducing clients to the Fendi Casa collections.

Around the globe, an increasing amount of storefronts appear to be popping up each season, the brand's West Hollywood bout arriving just months after a Shanghai debut this summer.

Fendi Casa opened its first flagship in Milan last year ([see story](#)).

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