

APPAREL AND ACCESSORIES

# Fendi x Frgmt x Pokmon collection to launch in 2024

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*The limited-edition drop reinterprets assorted Fendi classics through a streetwear lens. Image credit: Fendi*

By LUXURY DAILY NEWS SERVICE

Italian fashion house **Fendi** is entering 2024 with an early nod to the Year of the Dragon.

Setting out to transform house signatures, Japanese streetwear legend Hiroshi Fujiwara and FRGMT, his men's contemporary line, are slotting in on the latest iteration of a collaborative project. The forthcoming "Friends of Fendi" collection features characters from the popular animated series Pokmon, and will launch Jan. 4, 2024.

## Fendi x FRGMT x Pokmon

Backed by artistic directors Kim Jones and Silvia Venturini Fendi, "Friends of Fendi" pairs in-house talents with guest designers, all of whom help create and curate capsules. The luxury label is now backing a new drop, one that reinterprets Fendi apparel and accessories through a streetwear lens.

Pokmon's Dratini, Dragonair and Dragonite are shown across graphic tees, hoodies and other unisex wear eye-catching baseball caps and keychains play their part, while chain jewelry and Pok Ball charms will also be made available for purchase.

Fendi x FRGMT x Pokmon's mainstay makes beaded updates to the Baguette, covered in the house's interlocked FF "Zucca" insignia. Changes have also been applied to the Peekaboo and the Shopper, among others.



*Pokmon characters are applied to the Fendi Peekaboo bag. Image credit: Fendi*

Alongside the release of the capsule, dedicated pop-ups will launch in London and Tokyo to further promote the partnership. On the same day, players of the "Pokmon Go" mobile game will be able to dress their in-game avatars with items from the collection.

Luxury has been apt to work with The Pokmon Company as of late. Earlier this month, work between U.S. jeweler Tiffany & Co., American artist Daniel Arsham and the Japanese media giant resulted in the creation of a nine-piece jewelry assortment ([see story](#)).

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