

RETAIL

# Fendi says ‘aloha’ to new Honolulu boutique

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*The new storefront brings Italian luxury heritage to the island state. Image courtesy of Fendi*

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By LUXURY DAILY NEWS SERVICE

Italian fashion house **Fendi** is moving house in Hawaii.

Opened this month, the relocated Honolulu retail spot has moved from the Ala Moana shopping center to the Royal Hawaiian Center in Waikiki. The new two-floor store is home to the latest women's and men's ready-to-wear, leather goods, accessories and shoes.

"With the exciting expansion of Fendi at its new prime location at Royal Hawaiian Center, we are thrilled to blend the essence of Italian luxury with the spirit of Hawaii for our valued customers," said Rosalind J. Schurgin, CEO of The Festival Companies, owner of the Royal Hawaiian Center, in a statement.

"Fendi's relocation into a beautiful two-level flagship location underscores our commitment to establishing Royal Hawaiian Center as the quintessential destination for luxury on Kalakaua Avenue," Ms. Schurgin said. "This milestone marks a significant moment, enriching the shopping experience and reinforcing our commitment to curating unmatched luxury offerings that resonate with both locals and visitors."

## **A slice of paradise**

Spanning 3,186 square feet, the Fendi Honolulu Royal Hawaiian Boutique brings touches of Italian design to the tropical oasis.

Inside, the first floor features menswear and women's leather goods. Locally sourced Hawaiian Acacia koa wood adorns many facets of the interior, from the Fendi Casa furniture to the staircase leading to the second story's offerings.



*Red, travertine tiles embellish the concrete floors. Image courtesy of Fendi*

Women's ready-to-wear collections are housed upstairs.

Patagonia-marble flooring and shelves highlight the bespoke nature of the boutique, with touches of metal and wood accenting the stone detailing.

Sliding doors welcome special guests into a private client room. The space features many of the spotlighted fixtures of the two-floor store.

The retailer's facade is forged from handmade, concrete-palm tiles in a first-time occurrence for the maison, created specifically for Royal Hawaiian Center. With a three-dimensional effect, the stone alludes to the brand's Roman roots and its headquarters at Palazzo della Civiltà Italiana.



*A handmade, plaster Fendi motif also adorns the walls. Image courtesy of Fendi*

Situated at 2301 Kalakaua Ave., the storefront operates from 10 a.m. to 9 p.m. daily.

Hawaii has been quite the hotspot this month, with Hilton's Waldorf Astoria welcoming guests to the largest spa in the region ([see story](#)) as luxury at large takes to the region in swaths ([see story](#)).