RETAIL

Fendi reveals holiday window displays

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On Nov. 28, Fendi unveiled holiday placements outside its Roma Palazzo boutique. Image courtesy of Fendi

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

Italian fashion house Fendi is altering store scenery for the festive season.

The label's holiday window displays and themed store decor are on full display this month, launched at select boutiques worldwide. The installations are inspired by the Fendi Falena, a butterfly wing motif from the newly released spring/summer 2026 pre-collection.

Holiday splendor

Fendi's windows are symbolic, inspired by a moth's eight-stage metamorphosis into a butterfly.

Pieces from the spring/summer 2026 pre-collection are spotlighted within the window placements and surrounded by moths, complete with polka dots, fur detailing and accents in Fendi's signature yellow shade. The insects fan out from the outfits in a radiating pattern meant to give the advertisements a dynamic look and mimic the motion of wings in flight.

These special placements are currently situated at Harrods' London location and the maison's Paris Avenue Montaigne flagship. Image courtesy of Fendi

On Nov. 28, Fendi unveiled holiday placements outside its Roma Palazzo boutique. The Christmas tree out front is forged from shiny metal and is adorned with large, colorful glass ornaments featuring graphics from the aforementioned collection.

High-end retailers across the industry are refreshing their window displays and interiors for the holiday season.

British department store chain Selfridges recently launched an interactive light show at its Oxford Street location (see story), while U.S. department store Bergdorf Goodman took a more traditional approach, depicting a variety of extravagant scenes depicting several year-end celebrations (see story).

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