

APPAREL AND ACCESSORIES

Fendi launches Lunar New Year pop-up in Shanghai

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The brand is taking its themed selection to a major luxury market. Image courtesy of Fendi

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

Italian fashion house **Fendi** is setting up shop in China's largest city.

On Jan. 15, the company launched its Lunar New Year 2026 pop-up, situated on Wukang Road in Shanghai. The two-floor activation, set to run through Jan. 18, features items from the corresponding capsule, as well as pieces from the spring/summer 2026 collection, in a space that recreates visuals from the maison's tie-in campaign alongside examples of its high-end craftsmanship.

Attention to detail

Inside, guests are greeted by seven-foot-tall versions of the BFF Charms from the Chinese New Year selection.

Venturing further into the immersive space, visitors will find rooms that mirror those in the holiday's promotional short film, such as polka-dotted walls complete with portraits of items from the themed capsule. Going upstairs, the activation becomes an interactive installation featuring hallways with floor-to-ceiling sequins in shades of purple and turquoise, hand-crafted Peekaboo bag displays and other activities, including quizzes and the opportunity to craft a personalized color interpretation card.



The limited-time engagement is said to have taken hundreds of hours of intricate craftsmanship to complete. Image courtesy of Fendi

Connected to the pop-up is a two-story Fendi Caffè, which can be accessed via a separate entrance or from within the exhibition, and operates from 10 a.m. to 8 p.m. each day.

The Lunar New Year 2026 capsule, spanning men's and women's ready-to-wear, accessories and handbags, is available now in select Fendi boutiques and on the maison's Chinese ecommerce [platform](#).

British fashion house Burberry is also celebrating the Year of the Horse, launching a dedicated collection and campaign to uplift the occurrence earlier this month ([see story](#)).

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