



## NET-A-PORTER LAUNCHES THE WORLDWIDE PREVIEW OF THE FENDI FF CAPSULE COLLECTION

**13<sup>th</sup> April, 2018** – NET-A-PORTER and FENDI announce the launch of an exclusive FF Capsule Collection, embodying FENDI's unique mix of expert craftsmanship and innovative design as the logo becomes the cornerstone of the collection. The capsule launches on NET-A-PORTER as an exclusive worldwide preview from April 13<sup>th</sup> for one month before being available in selected FENDI stores and on Fendi.com from May 14<sup>th</sup> until the end of the year.

The FF Capsule Collection, sold on NET-A-PORTER, celebrates the heritage of the Roman House and the iconic FF logo. Designed by Karl Lagerfeld in 1965, the logo combines FENDI's luxury authority with an irreverent attitude, establishing the Maison's logo as a contemporary yet sophisticated icon. The FF logo steals the spotlight in the capsule as the unconventional archival squared version, dating back to 1974, dominates streetwear inspired silhouettes from parkas, to hoodies, the signature *Rockoko* sneakers and accessories including the *Kan I*, *Peekaboo* and the *Runaway* bag. The squared logo, updated from the original rectangular version, takes centre stage as the graphic pattern features heavily on every item. The collection incorporates the FF logo in the classic tobacco and black colourways and in a new surprising white and black variation.

NET-A-PORTER introduces the collection with a whimsical animated video that watches model Hana Jiříčková journey through London, Dubai, Hong Kong and Rome. Starting the journey in London, the video sees famed landmarks create the backdrop in each city as logo mania takes control of each city. Ending in Rome at the Palazzo della Civiltà Italiana, FENDI Headquarters since 2015, the video culminates with the FF logo achieving world domination.

The launch of the capsule will also be celebrated in London on April 12<sup>th</sup> and by special pop-up stores. The Palazzo della Civiltà Italiana will be recreated in inflatable form from April 19<sup>th</sup> to 29<sup>th</sup> at the Dubai Mall Fashion Catwalk.

### About NET-A-PORTER

NET-A-PORTER launched in June 2000 and has since established itself as the world's premier online luxury fashion destination. A pioneer of innovation, NET-A-PORTER speaks to a global monthly audience of 6 million female luxury consumers, fans and followers via the weekly shoppable digital magazine THE EDIT, powered by NET-A-PORTER, and PORTER Magazine, the game-changing luxury fashion magazine powered by NET-A-PORTER that combines the intimacy of print with a state-of-the-art digital shopping experience and THE NET SET, the world's first shoppable social media platform powered by NET-A-PORTER. NET-A-PORTER is presented in the style of a fashion magazine, is renowned for its unparalleled edit comprising more than 450 of the world's most coveted designer brands, including Saint Laurent, Prada, Chloe, Givenchy, Valentino, Dolce & Gabbana, Gucci and Stella McCartney, over 190 specialist beauty brands within NET-A-SPORTER. NET-A-PORTER champions unparalleled customer service – offering express

worldwide shipping to more than 170 countries (including same-day delivery to Manhattan, London and Hong Kong and next-day delivery to the UK, US, Germany, France, Australia and Singapore), a seamless shopping experience across mobile, tablet, desktop, email and telephone, luxurious packaging, easy returns and a multi-lingual customer care and personal shopping team that are available 24/7, 365 days.  
[www.netaporter.com](http://www.netaporter.com)

### **About FENDI**

The house of FENDI was established by Adele and Edoardo Fendi in Rome in 1925. The opening of the first FENDI boutique – a handbag shop and fur workshop followed. Soon winning international acclaim, FENDI emerged as a brand renowned for its elegance, craftsmanship, innovation and style. In 1965, the collaboration with Karl Lagerfeld begins and continues today. In 1992 Silvia Venturini Fendi seconds Karl Lagerfeld in the creative direction. In 1994 she is given responsibility of leather goods accessories and then the direction of the kidswear and menswear lines. In 2000 the LVMH Group acquires FENDI becoming in 2001 its majority shareholder. Today FENDI is synonymous with quality, tradition, experimentation and creativity.

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