

Fendi's Funfair collection will debut in November 2017, and will offer various styles and colors. Choose from an array of purses, backpacks, wallets on chains, keychains and iPhone covers.



Fendi's Wild Ride

Fendi's new collection embodies a history of fun

BY KRISTEN NEMOTO JAY

IF LIFE WERE A CIRCUS, or a stage, then Italian brand Fendi would tell you to enjoy every ride, eat at every concession stand and act as if the spotlight were always shining. This holiday season, Fendi proudly presents its new capsule collection of Funfair-themed, ready-to-wear looks, bags, leathersgoods, accessories and textiles. Colors of sky blue, cotton candy pink and sherbet orange are just some of the whimsical pastels that vividly pop against rich black leather, a purposeful contrast for an all-day wear item with a light-hearted and carnivalesque twist.

Fendi's futuristic sense of style has remained consistent throughout the years. Launched in 1925 by Adele and Edoardo Fendi, the family-owned business became known for its fur and leather goods in Via del Plebiscito within the heart of Rome. It was there that the iconic Pergamena, a type of leather with a yellow tint, was launched and ultimately became Fendi's signature color brand. After WWII, the Fendi family's five daughters joined the business and adopted a more contemporary approach to the designs. In 1965, Karl Lagerfeld, an up-and-coming designer of the time, helped achieve a more ready-to-wear look with the designs by making the fur coats

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wearable for the modern woman. His concepts developed into Fun Fur, which eventually became Fendi's recognizable FF logo.

Then there was the Baguette, a small rectangular-shaped bag with one strap, meant to be tucked under the arm, owing its name to the French bread. This created a cult-like following among many Fendi lovers, even making its way to several appearances on HBO's "Sex and the City."

And who can forget the Fur Monster Key Rings? Their introduction created an overnight must-have accessory on a fashionista's Fendi bag or key chain ring. Once again, Fendi's dedication to ignite and inspire, while keeping it fun and relatable, is why so many return for more.

This season's Funfair is no exception to Fendi's fashion rule-bending, with its multi-colored designs and patterns equipped to help you celebrate the holiday season, inspire you to have your own sense of fun, and a chance to shine as if everyone is watching.

Fendi is located in Building C, Levels 1 and 2. 808.923.7329.

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