FENDI was founded by Adele and Edoardo Fendi in Rome in 1925. The opening of the first boutique, a handbag shop and fur workshop, followed in 1926.

At the end of the ‘40s, the five Fendi sisters, Paola, Anna, Carla, Franca, and Alda, begin working for the family business and in 1965 they start the collaboration with the late Karl Lagerfeld.

In 1992 Silvia Venturini Fendi, third generation of the family, seconds the late 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.

The creativity of Silvia Venturini Fendi leads to the creation of the iconic bags of the Maison: the Baguette in 1997 and the Peekaboo in 2009.

In 2000 the LVMH Group acquires FENDI becoming in 2001 its majority shareholder.

In 2005 FENDI celebrates its Roman roots with the opening of Palazzo FENDI in Rome.

On October 19th 2007 FENDI is the protagonist of the first fashion show staged on the Great Wall of China.

In 2008, FENDI partners with Design Miami/, a unique collaboration with the design world to promote limited-edition design and sustain young emerging talents, that lasts until today.

In 2013 FENDI announces the FENDI for Fountains initiative, aimed at preserving Rome's heritage with the restoration of the city's fountains, including the Trevi fountain.

In July 2015, in honor of the 50 years collaboration with Karl Lagerfeld, FENDI stages its first-ever Haute Fourrure fashion show in Paris. In the same year, FENDI inaugurates its new headquarters at Palazzo della Civiltà Italiana.

In 2016, the Maison reopens Palazzo FENDI with the world's largest FENDI boutique, a private apartment, Palazzo Privé, a luxury boutique-hotel, FENDI Private Suites, and Rome's first international restaurant, ZUMA. In the same year in July, FENDI celebrates its 90 years anniversary, staging a unique Haute Fourrure fashion show at the Trevi Fountain.

In May 2017, FENDI installs in front of Palazzo FENDI the first work of contemporary art in the public spaces of Rome: Foglie di Pietra by artist Giuseppe Penone.

In 2018 the Peekaboo's 10th anniversary is celebrated with the launch of #MeAndMyPeekaboo, a worldwide digital initiative that involves women from around the globe and their relationship with the iconic bag.

In February 2019 FENDI unveils BaguetteFriendsForever, a series of movie episodes telling different stories of inseparable friends, following their daily sparkling routine in the quest for the FENDI Baguette bag.

In May 2019 FENDI stages its first-ever joint Fashion Show of the Maison at the Powerlong Museum in Shanghai, showcasing its two latest Women's and Men's Fall/Winter 2019-2020 Fashion Shows presented in Milan. In June 2019, FENDI renews its commitment to the city of Rome by supporting and executing the restoration and enhancement works aimed at the protection and fruition of the Temple of Venus and Rome. It stages there in July its unique Fall/Winter 2019 FENDI Couture Show featuring 54 looks in honor of the 54 years of Karl Lagerfeld at FENDI.

In December 2019 during Design Miami/ in Miami, FENDI and Maison Francis Kurkdjian, the Parisian perfume House, unveil the FENDIFRENESIA Scented Baguette. Francis Kurkdjian creates for the Roman House FENDIFRENESIA, a gender-fluid eau de parfum whose leathery and musky notes reflect the nobility and fluidity of the Selleria leather. The FENDIFRENESIA scented Selleria leather is the result of this artistic conversation around this noble, inspiring and natural material, whose scent, through Maison Francis Kurkdjian's unique patented technique, sees the Baguette bag as the protagonist.
Cover

FENDI tape twill cotton hooded jacket. FJ0570 ACBW F0QA1
FENDI tape belt wool trousers. FB0584 ACBW F0QA1
FENDI tape neoprene bucket hat. FXQ801 ACHT F0ZE7
Baguette regular in blue nappa FF. 7VA472 A72V F0U9B
Low-top sneakers in white leather with elastic FENDI tapes. 7E1198 ABOA F1AUG

3
Wool jacket. FJ0231 AANR F0AU4
FENDI tape wool knit. FZZ411 ACFZ F0QA0
Wool trousers. FB0580 AANR F0AU4
Medium duffle in white nappa FF. 7VA496 A72V F0GW9
Sneakers Fancy FENDI in white and pink leather with FF touch. 7E1271 AC7A F1BO0

5
Wool blouson. FW0637 AANR F0AU4
FENDI tape regular denim. FLP202 ACB5 F0QA1
Essential belt-bag in black Roman leather. 7VA493 A6HZ F0GXN

6
Check weaving wool knit. FZY104 ACGD F1BYW
FENDI tape regular denim. FLP202 ACB5 F0QA1
Essential backpack in black Roman leather. 7VZ053 A6HZ F0GXN
Low-top sneaker black FF leather. 7E1374 ABNS F0ABB

7
Punched square wool jacket. FJ0856 ACA0 F0QK9
Punched square wool trousers. FB0521 ACAO F0QK9
Peekaboo X-Lite fit in black nappa FF with yellow pocket in leather. 7VA447 A72V F0GXN

8
Punched square wool jacket. FJ0856 ACA0 F0QK9
Punched square wool trousers. FB0521 ACAO F0QK9
Peekaboo X-Lite fit in black nappa FF with yellow pocket in leather. 7VA447 A72V F0GXN
Loafer in black leather with elastic FENDI tape. 7L1368 ABO4 F1055

9
Punched square wool. FZY084 ACFK F118P
Small FFlap bag in yellow nappa FF. 7M0299 A72V F1B10

10
11  Punched square wool knit. FZY084 ACFK F118P
   Small flap bag in yellow nappa FF.
   7M0299 A72V F1B10
   Slide in pink rubber with FF detail.
   7X1377 ABO2 F0QD1

12  FENDI tape belt wool trousers.
   FB0584 ACCF F0AU4
   Flower print silk shirt.
   F50795 ABIZ F0AU4
   Fluid sneakers in pink mix materials.
   7E1318 AC7C F1BO4

13  Eyeline sunglasses in dark black ruthenium, FF mirrored logo on brown lenses.
    FZY104 ACG1 F0QA1
    Standing clutch with wristlet in yellow nappa FF.
    7VA491 A72V F1B10

14  FENDI tape twill cotton twill cotton
    hoodie jacket.
    FJ0570 ACBW F0QK9
    FENDI tape belt twill cotton trousers.
    FB0587 ACBW F0QK9
    Braided wool knit.
    FZY084 ACF1 F0QK9
    Standing clutch with wristlet in yellow nappa FF.
    7VA491 A72V F1B10

15  Bugs nylon blouson.
    FAA527 OTB F0RWK
    Flower print silk shirt.
    F50795 AC2A F0QK0
    FENDI tape belt wool trousers.
    FB0584 ACCF F0UA4.

16  Low-top sneaker in blue nappa FF.
    7E1374 ABNS FOR7E
    Low-top sneaker in white calf with black and blue printed stripes.
    7E1380 AD7N F1BNW

17  FENDI tape neoprene blouson.
    FW0833 ACNS F0QA1
    FENDI tape wool knits.
    FZZ411 AC7Z F0QK1
    Flower print silk shirt.
    F50795 AC2A F0QA0
    FENDI tape regular denim.
    FLP202 ACBS F0QK1
Perforated check suede blouson.  
FPJ021 ACEA F0QA1

Flower print silk shirt.  
F50795 AC2A F0QA0

FENDI tape regular denim.  
FLP202 ACBS F0QA1

FF mesh bucket hat.  
FXQ801 AC4D F0QA1

Loafer in black leather with elastic FENDI tape.  
7D1362 ABO4 F1055

Coated cotton with frams details reversible parka.  
FF0345 ACAU F0QA1

Flower print silk shirt.  
F50795 ABIZ F0QA4

FENDI tape belt twill cotton trousers.  
FB0587 ACBW F0QA1

Standing clutch with wristlet in blue nappa FF.  
7VA491 A72V F0U9B

Blue and white sandals with FENDI tape detail.  
7X1371 ABOB F1AUK

Ring with chain FF detail in ruthenium color.  
7AJ255 B08 F01LK

Punched square wool jacket.  
FJ0856 ACAO F0QA1

FENDI tape cotton shirt.  
FS0896 AC2N F0QA1

Running sneakers in black knit with FF detail.  
7E1347 AC7H F0HEB

Standing clutch with wristlet in dark black ruthenium, FF mirrored logo on brown lenses.  
FOG505 V1T F18BK

Wool trousers.  
FB0580 AANR F0AU4

Sneakers Fancy FENDI in white and pink leather with FF touch.  
7E1217 AC7A F1800

FENDI tape belt wool trousers.  
FB0584 ACCF F0GDM

Baguette clutch in black nappa FF.  
7M0297 A72V F0GXN

Ring with chain FF detail in silver color.  
7AJ255 B08 F01LK

Karl collar bicolor wool jacket.  
FJ0092 ACBP F1BEV

Punched square wool knit with organza details.  
FZY086 ACFL F05WL

FENDI tape belt wool trousers.  
FB0584 ACCF F0GDM

Low-top sneakers in white leather with elastic FENDI tapes.  
7E1198 ABOA F1AUG
FENDI tape belt wool trousers.
FB0584 ACBW F0QA1

Low-top sneakers in white leather with elastic FENDI tapes.
7E1198 ABOA F1AUG

Flower print pижama silk shirt.
FS0747 AC8S F0AU4

Flower print pижama silk trousers.
FB0416 AC8S F0AU4

Slide in white rubber with FF detail.
7X1377 ABO2 F152N

FENDI tape nylon jacket.
FZ3411 ACFZ F0QA1

FENDI tape regular denim.
FZ3411 ACFZ F0QA1

Baguette-pack in blue Roman leather.
7VZ047 SFR F0G18

Baguette Ring in gold color with crystals.
7AJ217 6GX F161W

Stripes wool jacket with chain details.
F0224 ABl6 F0QA1

Cotton shirt with chain details.
F30806 A8V F0QA1

Ring with chain FF detail in ruthenium color.
7AJ225 S88 F01LK

Bracelet with large chain FF motif in ruthenium color.
7AJ260 B08 F01LK

FF degrade silk shirt.
FS0795 AC2J F0QA1

Multi-functional vertical belt bag in leather and FF fabric.
7VZ052 A9XS F0R2A

Baguette Ring in gold color with crystals.
7AJ217 6GX F161W

Micro prince of wales wool trousers.
FB0366 ACAQ F19FD

Lace-up in black leather with elastic FENDI tape.
7L1368 ABO4 F105S

Slide in white rubber with FF detail.
7X1377 ABO2 F152N

FENDI tape wool knit.
FZ3411 ACFZ F0QA1

FENDI tape nylon vest.
FZ3411 ACFZ F0QA1

Essential backpack in yellow Roman leather.
7VZ053 A6HZ F1814

FF degradè silk shirt.
FS0795 AC2J F0QA1

Multi-functional vertical belt bag in leather and FF fabric.
7VZ052 A9XS F0R2A

Baguette Ring in gold color with crystals.
7AJ217 6GX F161W

Micro prince of wales wool trousers.
FB0366 ACAQ F19FD

Lace-up in black leather with elastic FENDI tape.
7L1368 ABO4 F105S
Micro prince of wales wool trousers.
FB0366 ACAQ F19FD

Lace-up in black leather with elastic FENDI tape.
7L1368 ABO4 F10SS

Botanical FENDI sunglasses in pink, Pequin mirrored pattern on pink lenses.
FOG435 V1VF1BWP

Baguette regular in military brown Roman leather.
7VA472 SFR F0PD0

Large Peekaboo in green bonded nylon with FF pocket.
7VA502 AD11F18HW

Low-top sneaker in white calf with yellow and brown printed stripes.
7E1380 AC78 F1BNU

Pequin cotton knit.
FZY093 ACFS F0AUS

Running sneakers in leather and mesh with camou-bugs print.
7E1362 ABNG F1ATK

Denim jacket with camou-bugs nylon details.
FW0427 ACBE F0QG0

Running sneakers in leather and mesh with camou-bugs print.
7E1362 ABNG F1ATK

Camou-bugs print pижama silk shirt.
FS0877 AC2BF0D4N

Camou-bugs print pижama silk trousers.
FB0416 AC8OF0D4N
Cotton jacket with nylon camouflage print bib.
FJ0570 ACBR F0QA1

Gabardine bermuda with camouflage print.
FB0521 ACCS F0D4N

Large flap bag in black Roman leather.
7VA492 SFR F0GXN

Slide in black rubber with FF detail.
7X1377 ABD2 F0QA1

Multi functional backpack in green bonded nylon and FF jacquard.
7V2053 AD11 F1BHW

Mix knit.
FZY082 ACF0 F0X6A8

Cotton trousers with Pequin label.
FB0521 ACC7 F0QA1

Baguette-pack in green bonded nylon and FF jacquard.
7V2047 AD11 F1BHW

Sandals in black leather with FF Baguette gold detail.
7X1384 ABDU F0ABB

Low-top in white calf with yellow print.
7E1379 AC77 F1B9Q

Rubber coat with leather details.
FF0344 A877 F0NSR

Backpack in black bonded nylon with yellow eyes detail.
7V2054 AD10 F1BQC

FENDI active cotton jumper with detachable sleeves.
FAF583 AD31 F0G8T

FENDI active cotton trousers.
FAB554 AD31 F0G8T

Running sneakers in black knit with FF details.
7E1347 AC77 F1HEB

Longboard skateboard with FF details.
7AR892 ADPD F0QA1

FENDI active leather blouson with detachable sleeves.
FPJ023 ACEC F0ZAO

FENDI active leather trousers.
FP0773 ACEC F0ZAO

FENDI active leather blouson with detachable sleeves.
FPJ023 ACEC F0ZAO
FENDi active leather blouson with detachable sleeves.
PP023 ACEC FOZ0

Reversible squared FF belt in blue leather with colored buckle.
7CD432 AD25 F08EZ
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