



Fendi Roma

Carlo Ducci (Text) , Lella Scalia (Text)

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Founded in 1925 by Edoardo and Adele Fendi with the creation of workshops devoted to handbags and fur, Fendi is first and foremost a Roman luxury house. Inspired by the architecture, colors, and textures of Rome, Fendi designs are a true product of the city they represent. It is a family company too—Silvia Venturini Fendi, the creative director for accessories and menswear, belongs to the third generation in the business. And, while remaining faithful to these roots, Fendi is not afraid to look outward: Since 1965, Karl Lagerfeld, now creative director for fur and ready-to-wear, has brought his unique, forward-looking perspective to the brand. With breathtaking photographs of Fendi designs and their inspirations, Fendi Roma celebrates ninety years of family, fashion, and savoir faire.

Fendi Roma Details

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From Reader Review Fendi Roma for online ebook

Flaminia says

On the occasion of the exhibition that is held in Rome, I had the opportunity to read this beautiful volume that features several pictures that describe the development of the well know Italian brand. Btu it doesn't stop there, the volume also features the story of the path of the brand.

It also include an entire section devoted to the building that hosts the Fendi Headquarters, il Palazzo della Civiltà Italiana, which I found quite interesting, both the historical part and the one devoted to fashion.

It was definitely worth-reading
