

# Timeless Elegance

Fendi embraces its European history with its summer 2017 collection

BY KRISTEN NEMOTO JAY



Fendi has opened a new bi-level boutique that carries—for the first time—both men's and women's ready-to-wear collections, and will feature such items as these leather goods.

IF MARIE ANTOINETTE had been born and raised in the modern days of the '90s, her closet would be filled with Fendi's 2017 Spring and Summer *prêt-à-porter* collection. Throw in some funky pieces borrowed from her Harajuku and tech-and-punk-rock girlfriends from Seattle circa 1993 and she's ready to attend any party she would like to attend—no invitation required nor needed.

Fendi's creative directors Karl Lagerfeld and Silvia Venturini Fendi are no strangers to turning dreamlike concepts into runway-ready realities. Just last July, Fendi made fashion history with a magical runway show at Rome's Trevi Fountain. As 2017 marks 91 years since its birth in Rome, Fendi continues to evolve and dance with tradition and artistic modernity. Its craftsmanship and

razor-sharp attention to detail keeps the Italian brand prestige strong and undoubtedly the most recognized fashion label in the world.

The tug-and-pull theme of Marie Antoinette as the inspirational muse can be seen on Fendi's online runway show, along with the products of leather goods and accessories this season. There's a sense of rebellion and yet naïveté as whisks of painted flowers and roses for buttons meet linear shapes, chain-link straps and colors of black and brown. It's an evolution of maturity that pays homage to Fendi's dedication in creating pieces that speak to its audience, who are forever loyal to the iconic label.

*Fendi is located in Building C, Levels 1 and 2. For more information, call 808.923.7329. ■*

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