



**ESSENTIAL, BOLD AND VISIONARY
PARIS REVEALS THE NEW FENDI CASA COLLECTION**

Macro geometries, blocks of pure and dominant colours, iconic details and a creative spirit that boldly renews its links to the world of fashion are highlighted at Maison & Objet.

At the Paris event, FENDI Casa anticipates new horizons in contemporary design by conceiving of elegant and occasionally tongue-in-cheek atmospheres, in which the delicate common thread between discretion and modernity is freed from design constraints: indeed each piece of furniture in the new collection may be personalised down to its finest details (from coatings to metallic inserts, all the way to patterns and colours), designed as they are to respond to the most diverse and sophisticated inspirations.

The profiles of the new modular sofas, the modular headboards and armchairs thus trace primary lines, leaving room for essentially unbounded creativity of form, accessories and chromatic contrasts that expand and enhance the brand's style repertoire.

The distinctive signs of the Roman Maison evoke clues to an essential and visionary style. The recent interpretations of the *Pequin* stripes, the *Millerighe* motif with relief effect, the macro geometries already successfully tested on the fabrics and the *Astuccio* motif pattern, a FENDI icon since 1971, find new tactile implementations on the aniline leathers of the Collection. In fact, the finer grains maintain the pristine natural feel and elastic resistance of the hides, accentuating the vividness of the colour thanks to a special latest generation screen printing technique.

The colour palette of the exhibition space plays on contrasts. The neutral shades of quartz grey, clay and leather are combined with the bright colours of the accessories, pouffes and coffee tables: ultramarine blue, tea green, paprika orange, garnet red and saffron.

The new FENDI Casa Collection presented in Paris is a tribute to the creative and innovative universe of the Roman Maison.

THE COLLECTION

LAMBERT BED

The adjustable height of the headboard is the distinguishing feature of the *Lambert* bed. The versatility of the panels, customisable in both number and choice of upholstery (leather or fabric) as well as the colours, enable you to engage your imagination and play with the FENDI stylistic references.

This furniture element is made contemporary also by the details in galvanized metal applied between successive panels or covered in leather in the iconic *Pequin* pattern.

The strong reference to the codes of the Roman Maison is also expressed by the *F is FENDI* logo inserted in the bed frame.

KELLY BRACELET ARMCHAIR

The *Kelly* armchair features a wraparound structure characterised by independent metal armrests, also available in fabric or leather version, which recalls fashion trends and provides ample stylistic versatility.

The contemporary lines of the design are enhanced by the galvanized metal insert between the seat and armrests, a shared detail that serves to link the elements of the new collection.

The base is made of wood and houses the exclusive swivel mechanism designed for FENDI Casa.

ANYA LITE COFFEE TABLE

Colour dominates the *Anya Lite* coffee tables, graphic and contemporary reinterpretations of the *Anya* range with a formal simplification of the base, a reference to the iconic *Astuccio* motif and the introduction of new surface materials for the top. Two versions are available: the first, in extra-clear tempered glass and hand-decorated back, is presented in the colours tea green, burgundy, ultramarine blue, saffron yellow, orange light and forest green.

the second, in wood with the brand's lettering set in brass, is presented in natural and dark variants and in the new matte Antique Rosewood finish.

SIDE TO SIDE CARPET

The *Side to Side* carpet features a play of stripes in black, white and ultramarine blue.

The FENDI logo is inlaid in the carpet which is made from New Zealand wool and bamboo.

MOORE SOFA

The essential and contemporary profile of the *Moore* sofa reinterprets the FENDI stylistic codes by presenting an intriguing combination of eclectic and distinctive details.

The galvanized steel armrests, in the Collection finishes and with the engraved FENDI logo, highlight the modularity of the sofa, alternating their function as support for the armrest, the writing tablet or the backrest as required.

Optional accessories include the marble or wood top with inlaid brass logo, the *Astuccio* embroidery and the *FF all over* logo on the armrest.

MORRIS TABLE

A reinterpretation of an iconic pattern of the FENDI tradition, the *Morris* table is a tribute to the *Astuccio* motif: the wooden top, also available in the new Antique Rosewood matte rosewood finish, houses elegant galvanized metal grafts that ideally divide it into three parts.

The legs are in steel and wood, with coordinated finishes for the top and the lasered FENDI logo.

FENDI

CASA



Lambert bed



Kelly Bracelet armchair



Anya Lite coffee table



Side to Side carpet



Moore sofa



Morris table