

FENDI OPENS PALAZZO FENDI A CULTURAL AND LUXURIOUS RETAIL DESTINATION IN THE HEART OF ROME

Palazzo FENDI reopens in Rome, in the perfectly strategic location in front of via Condotti and the unique Spanish Steps and on the crossroad with Via del Corso and via di Fontanella Borghese.

Reconceived as an international destination dedicated to FENDI's core values and its artistic passions, the five-story edifice now includes the world's largest FENDI boutique with an in-house fur atelier, a specially designed apartment for VIP customers, a cozy FENDI boutique hotel and Rome's first international restaurant, Zuma, which will occupy the top floors and roof bar.

As the birthplace of the FENDI label 90 years ago, Rome continues to fuel the heart and soul of the Roman Maison. The newly restructured Palazzo, which FENDI has previously occupied since 2004 for retail and office purposes, came to life in the early 1900's when it was created over a pre-existing building dating back to the 1700's and made into one of the family residences of the Boncompagni-Ludovisi family, one of Rome's most ancient aristocratic lines which boasts Pope Gregory XIII among its ancestors.

Today Palazzo FENDI brings together the Maison's strong connection for contemporary design, modern architecture, and young artists, while also allowing customers to fully experience the vision and aesthetics of the brand in a concrete way. It is the latest in a growing wave of initiatives for the Italian luxury House, including the recent opening of its new headquarters in the Palazzo della Civiltà Italiana in Rome's EUR district.

"Palazzo FENDI is not only our largest boutique in the world, it is much more than a store," states Pietro Beccari, Fendi Chairman and CEO. "It's a game changer, an emblem and symbol of our DNA. There is no other place where you can so easily understand our very precise, very personal vision of luxury. Once people come and see this for themselves, their entire idea of FENDI may evolve and change."

THE HISTORY OF PALAZZO FENDI

The whole area around the building begins developing as early as the mid 1500's. Between the 16th and 17th century, the area's most important aristocratic residences are built: Palazzo Caetani, which will become Palazzo Ruspoli in the 18th century, Palazzo Borghese (extended across the old Palazzo Dezza) and finally, between the end of the 18th and the beginning of the 19th century, the Palladian-style Palazzo on the crossroad with via del Corso which will leave its place to today's Palazzo Boncompagni.

It is in fact Gaetano Kock, a renowned XIX century architect responsible for other prestigious Roman buildings such as the Bank of Italy, who upon request of Prince Boncompagni, will restructure the building into a residence for part of the Boncompagni family in 1902.

In its original form, Palazzo Boncompagni Ludovisi displayed neo-classical features, which it maintains up until the 1920's when, dictated by urban necessities, via Tomacelli is opened and Largo Goldoni is expanded in order to enhance and de-clutter the breathtaking area of Via Condotti and Piazza di Spagna.

In 2014 Palazzo Boncompagni Ludovisi was in part restructured and given the features, typical of Roman architecture in the period between the two wars, which face onto Largo Goldoni today.

ABOUT FENDI

The house of FENDI was established by Adele and Edoardo Fendi in Rome in 1925. The opening of the first FENDI boutique– a handbag shop and fur workshop followed. Soon winning international acclaim, FENDI emerged as a brand renowned for its elegance, craftsmanship, innovation and style. In 1965, the collaboration with Karl Lagerfeld begins and continues today. In 1992 Silvia Venturini Fendi seconds 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. In 2000 the LVMH Group acquires FENDI becoming in 2001 its majority shareholder. Today FENDI is synonymous with quality, tradition, experimentation and creativity.