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Fendi revives its menswear and heads for Brazil

“So far, the crisis is not affecting real luxury, but we will have to see what happens with Europe and the Euro,” explained Michael Burke, the CEO of the LVMH fashion house. Fendi’s turnover this year will be 25% higher than the €600 mn recorded in 2010 and it has four big surprises lined up: a comeback for menswear with a presentation in January, a big event in Rio de Janeiro in November, retail development in Sao Paulo, with the opening of a branch in the city, and the launch of a jewellery line during Paris haute couture week in July

Fendi will soon be dancing to a carioca beat. The LVMH fashion house is planning a large event in Rio de Janeiro next November that will take its lead from the

fashion show in China. This is just one of the initiatives in a packed strategic schedule that has been put together by the Roman company from Bernard Arnault’s group. It also involves the offi-

cial return of the menswear collection, the debut of a jewellery line, the successful “Fatto a Mano” (“Handmade”) scheme and the outstanding c

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