

## COMMERCE

# Fendi opens new boutique in Hong Kong

August 12, 2024



*The Canton Road shop's facade harkens back to the brand's headquarters in Rome. Image credit: Fendi*

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

Italian fashion house **Fendi**'s latest retail debut is located on a street that many refer to as the Fifth Avenue of its host city.

The maison has opened a boutique on Hong Kong's bustling Canton Road. South Korean actress Song Hye Kyo and other Fendi ambassadors attended a grand opening ceremony on Aug. 8.

## Doubling up

With the update, Fendi joins other labels with shopping options on Canton Road, including Louis Vuitton, Prada, Jaeger-LeCoultre, Dior and Piaget.

The one-level space stocks men's and women's apparel, accessories and other items from across the Fendi universe, including its fall/winter 2024 collection.

Many of the house's grand opening event guests wore the season's selections to a ceremony held late last week, in light of the store's arrival.

**#FendiAmbassador** Song Hye Kyo celebrated the Hong Kong Canton Road boutique opening wearing the **#FendiPeekaboo** Soft, the sumptuous new interpretation of the icon launching on 17 September, with a look from the **#FendiFW24** collection. [pic.twitter.com/YBLF9DSUDy](https://pic.twitter.com/YBLF9DSUDy)

Fendi (@Fendi) **August 9, 2024**

The shop's exterior facade harkens back to the brand's corporate headquarters in Rome, while interiors are defined by a minimalist aesthetic.

Wood paneling and shelving, marble walls and fine furniture are among the decor elements featured in an experience that aims to immerse visitors in a "contemporary vision of luxurious minimalism."

Counting its standalone concept, Fendi now operates two stores within one of the city's high-end epicenters.



*Bright lights illuminate the products on display within the storefront. Image credit: Fendi*

The other location sits in proximity to its new space and is nestled just miles away, within Harbour City shopping center.

Hong Kong has remained a hot destination for luxury. British fashion label Burberry recently hosted a pop-up within the city's Landmark Mandarin Oriental hotel last month ([see story](#)).

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