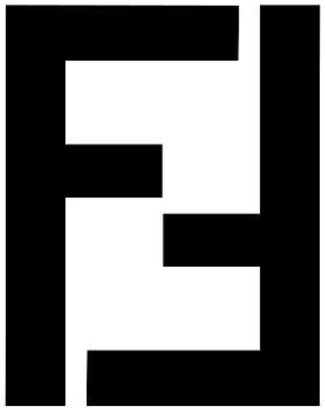
ANNA GRICHANENKO

13.05.2026



FENDI

13.05.2026

INDEX

- Brand
- Research
- Concept
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Fendi Casa is the home interiors division of Fendi, launched in 1987 to extend the brand's signature Italian luxury into furniture and interior design. Rooted in the same values as the fashion house—craftsmanship, innovation, and refined materials

it offers high-end furnishings and design, featuring elements like fine leathers, tailored textiles, and iconic Fendi motifs. Today, Fendi Casa represents a fusion of contemporary design and heritage, collaborating with top designers to create sophisticated, modern living spaces that reflect the brand's identity of elegance and creativity.

ABOUT







Fendi Casa is defined by a blend of Italian craftsmanship, fashion influence, and contemporary elegance. Its key design aspects include the use of rich, tactile materials like leather, velvet, and polished metals

Elegant, sensual, and slightly glamorous without being overly ornate

AUDIENCE

- High-income homeowners, collectors, and luxury buyers
- Strong interest in interiors and fashion
- Status-driven
- Global mindset - Well traveled, culturally aware
- Looking for bold, iconic pieces that stand out
- Experience-oriented

SWOT

• Strong association with Fendi • High-quality craftsmanship • Distinctive aesthetic that merges fashion and interiors	• Extremely high price point limits accessibility • Brand identity can feel fashion-driven • Less heritage in interiors
• Growing demand for branded luxury • Showroom design can mix fashion and furniture • Expansion into younger luxury consumers	• Strong competition from brands like Missoni • Economy can impact home spending • Rapidly changing interior design trends

strong brand prestige

It has opportunities in immersive showroom experiences and growing luxury lifestyle demand

while facing threats from established competitors and rapidly changing interior design trends.



Tofu coffee table



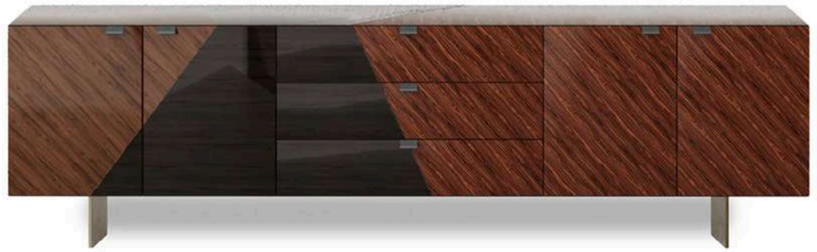
Sandia coffee table



Astuccio Canes



Arpeggio Bookshelf



Selbit Patchwork cabinet



Later Armchair



Tofu Armchair



Margaret Armchair



Cover sofa



Sandia seating system



Ford table



Sigillo FF table



Virgola chair

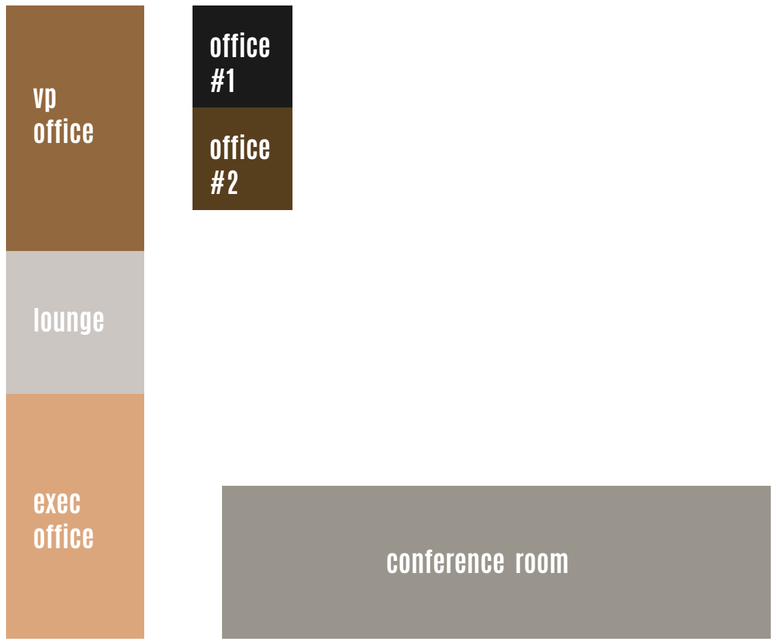


Cleo chair



Tofu Wood chair

BLOCK PLAN



FLOOR 2



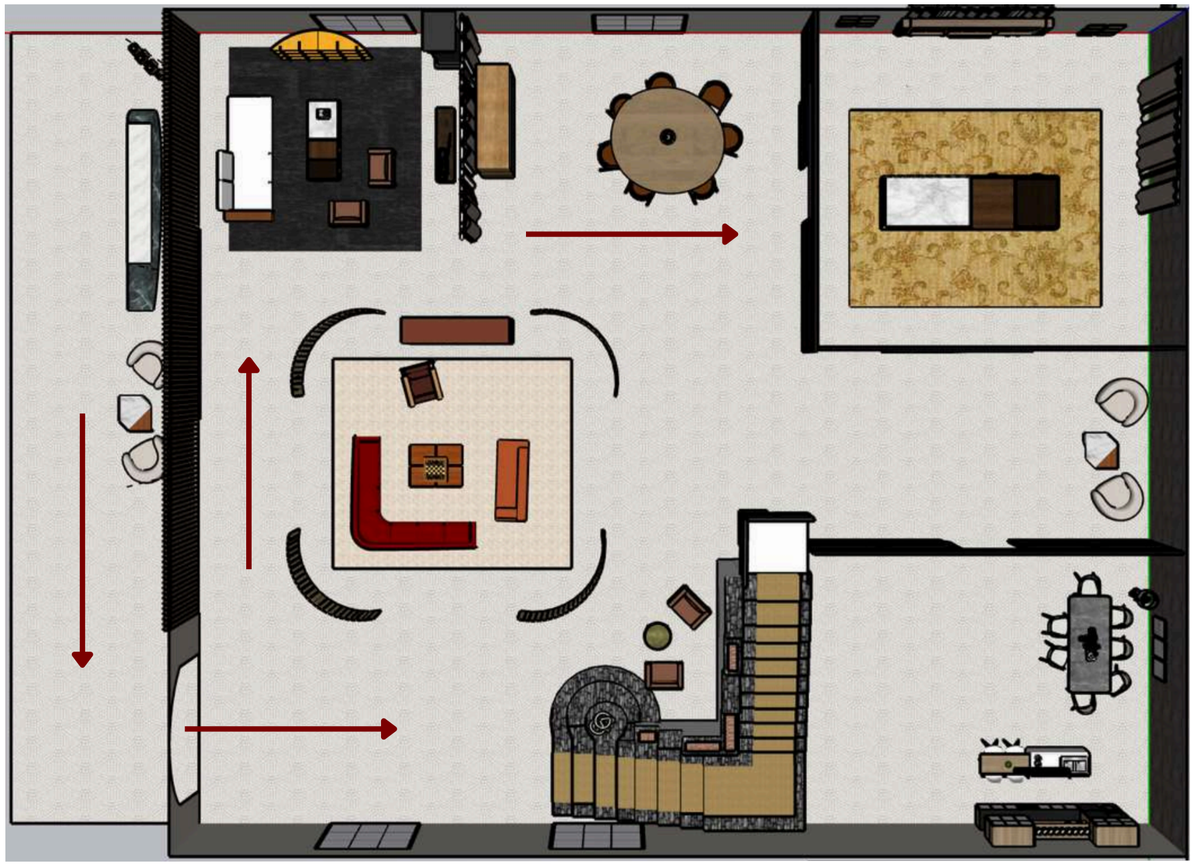
FLOOR 1

FLOOR PLAN

and wayfinding



FLOOR 2



FLOOR 1

ELEVATIONS

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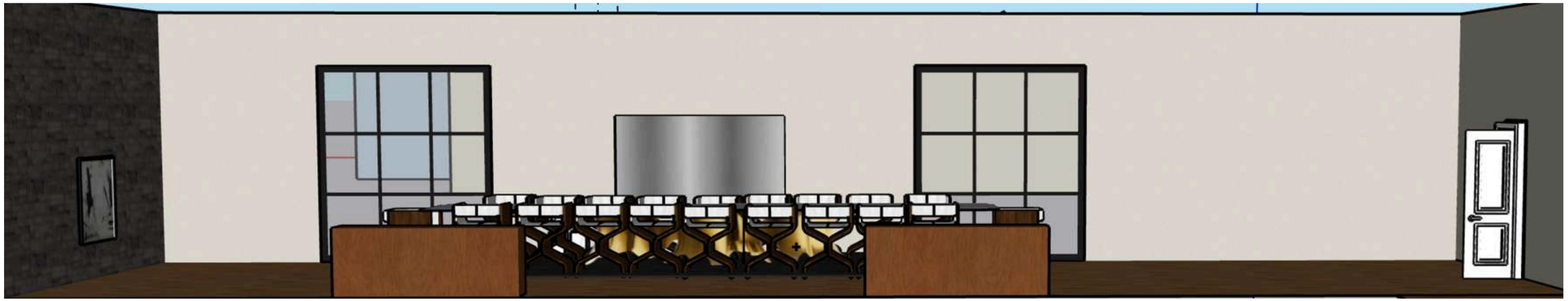


FLOOR 1

ELEVATIONS

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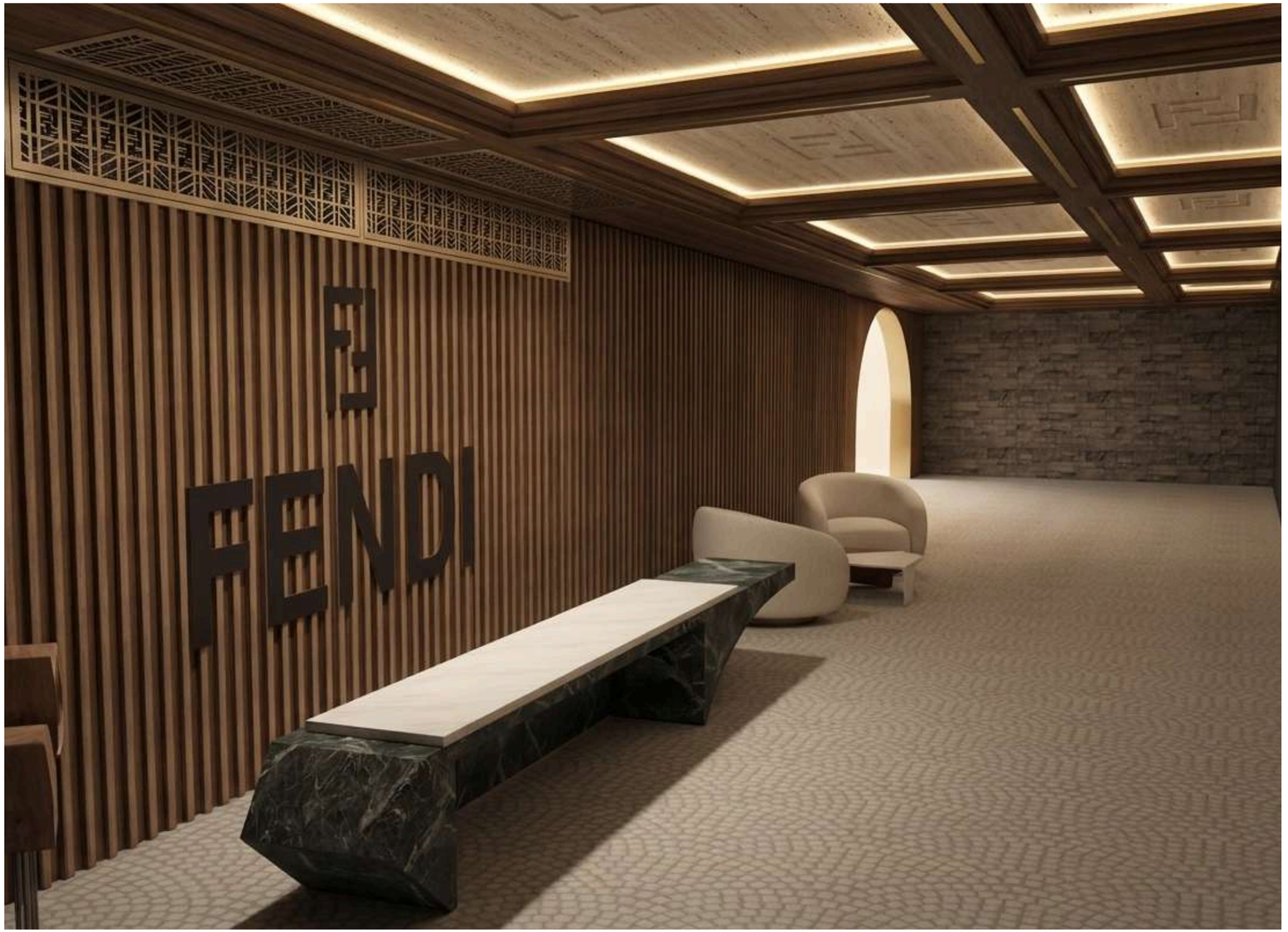




FLOOR 2

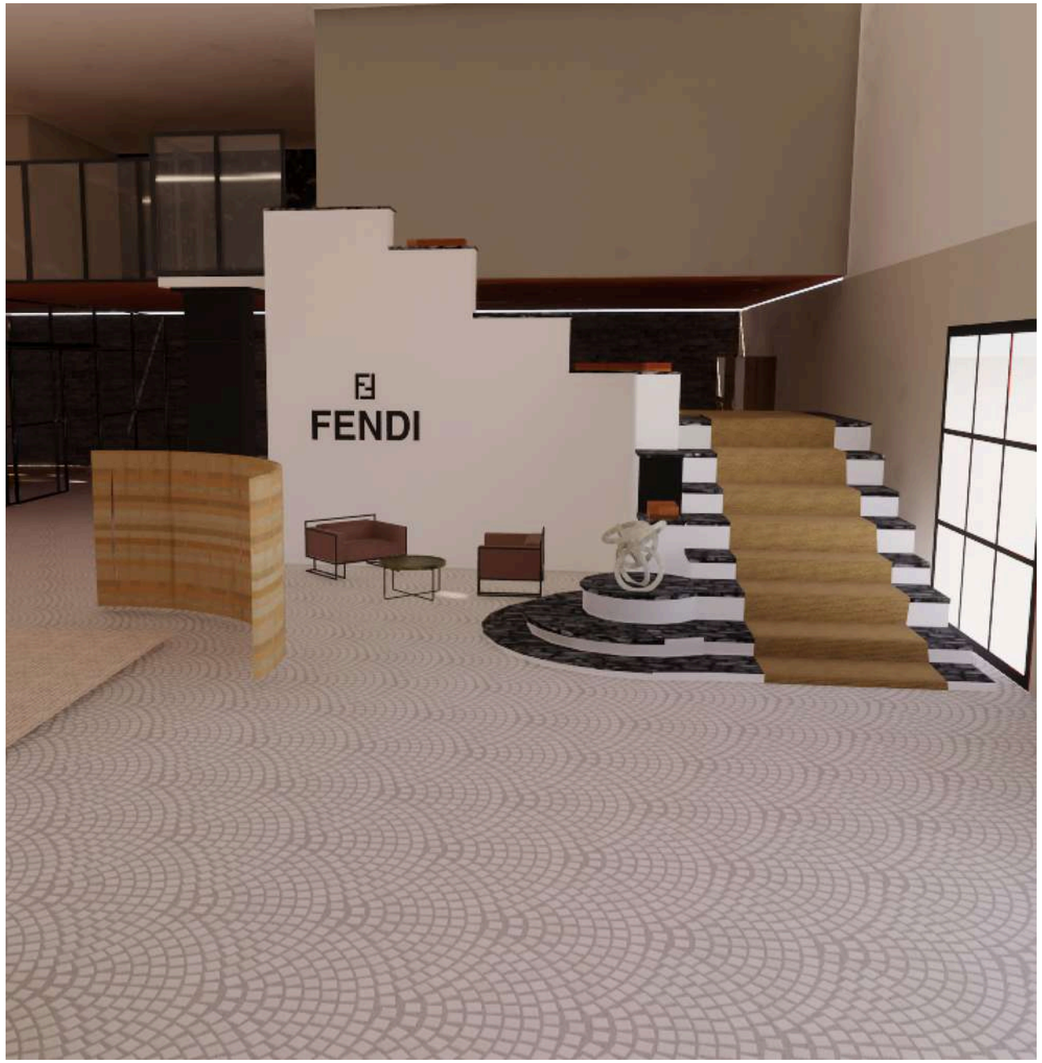
RECEPTION

13.05.2026



RECEPTION

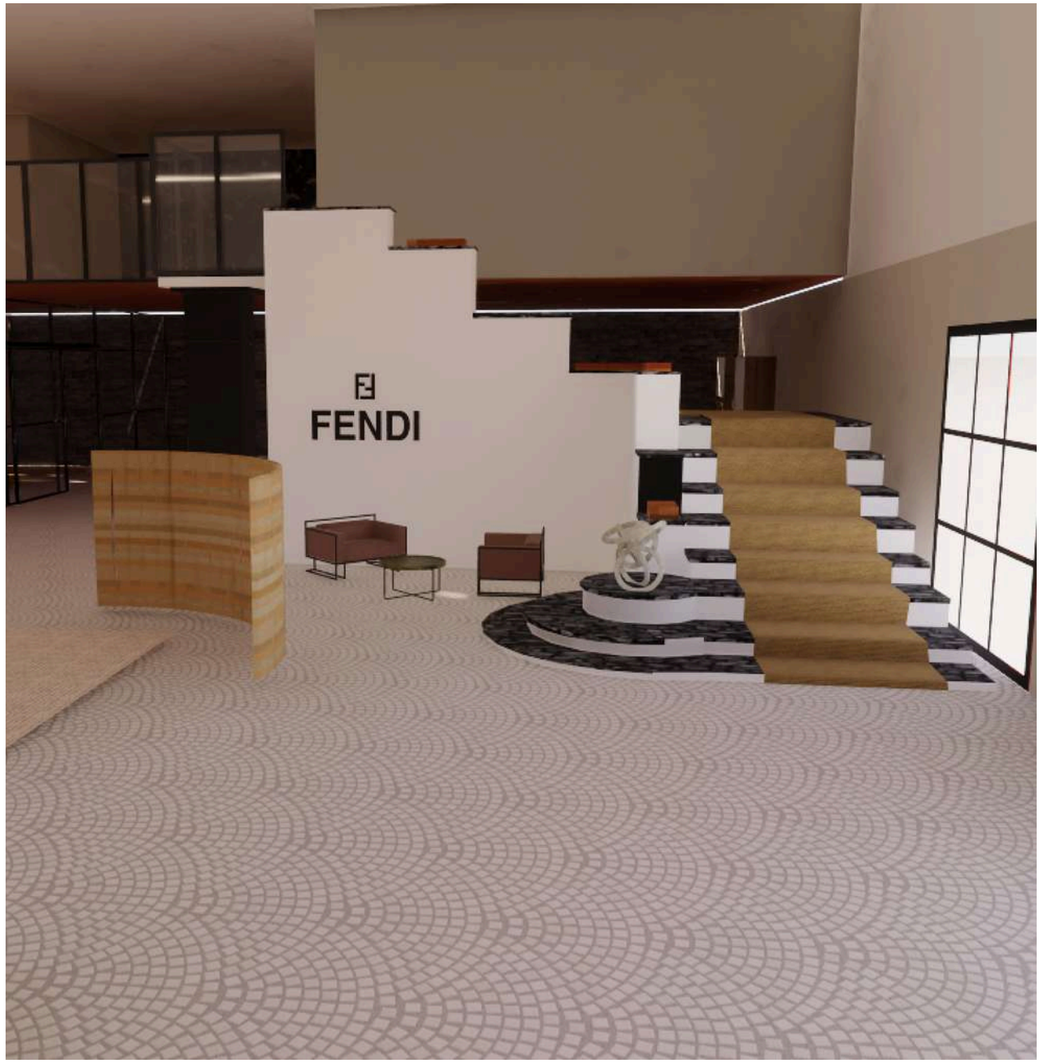
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ELEVATIONS

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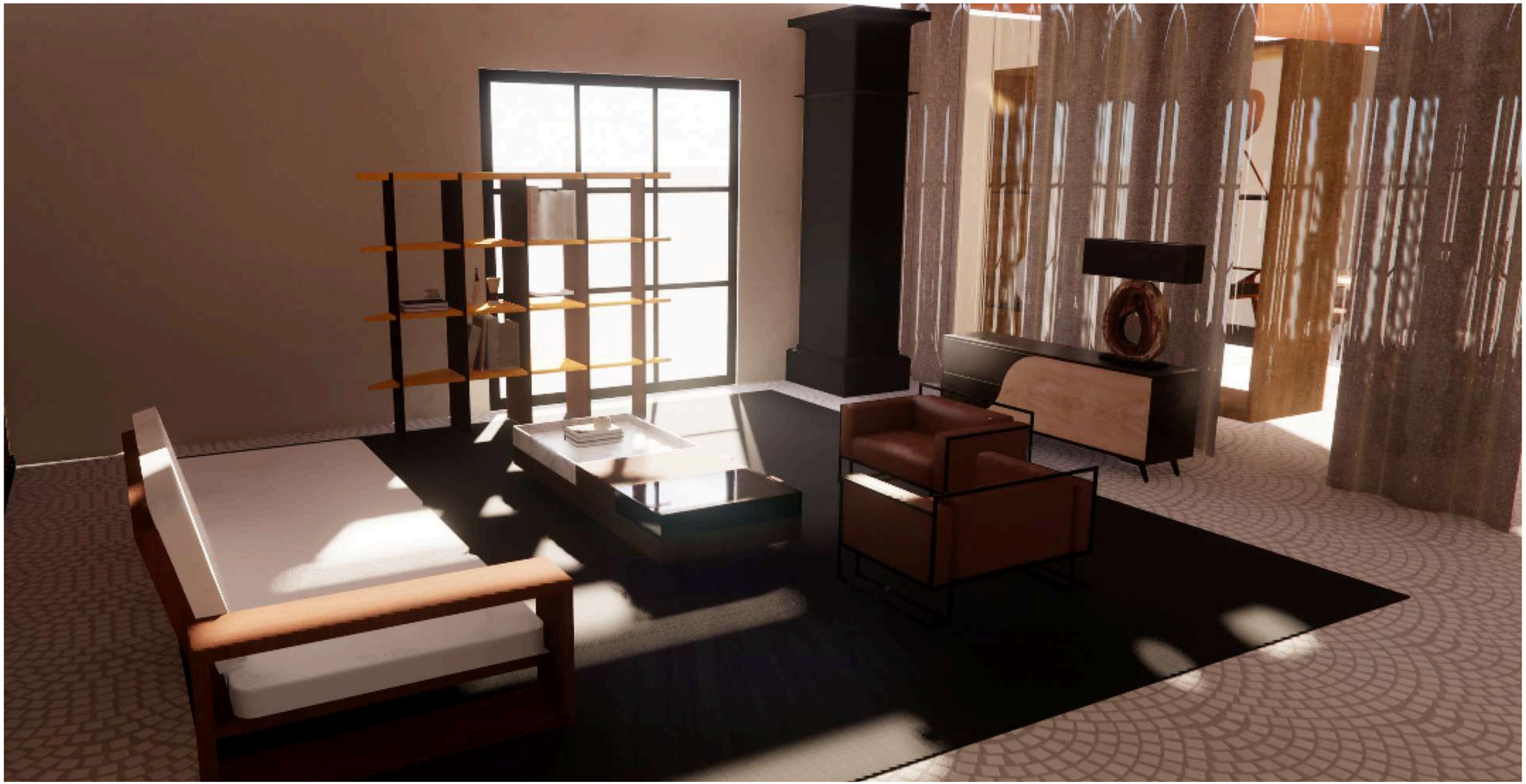
SHOWROOM ZONE #1

FLOOR 1



SHOWROOM ZONE #2

FLOOR 1



SHOWROOM ZONE #3

FLOOR 1



FABRIC ROOM

FLOOR 1



KITCHEN

FLOOR 1



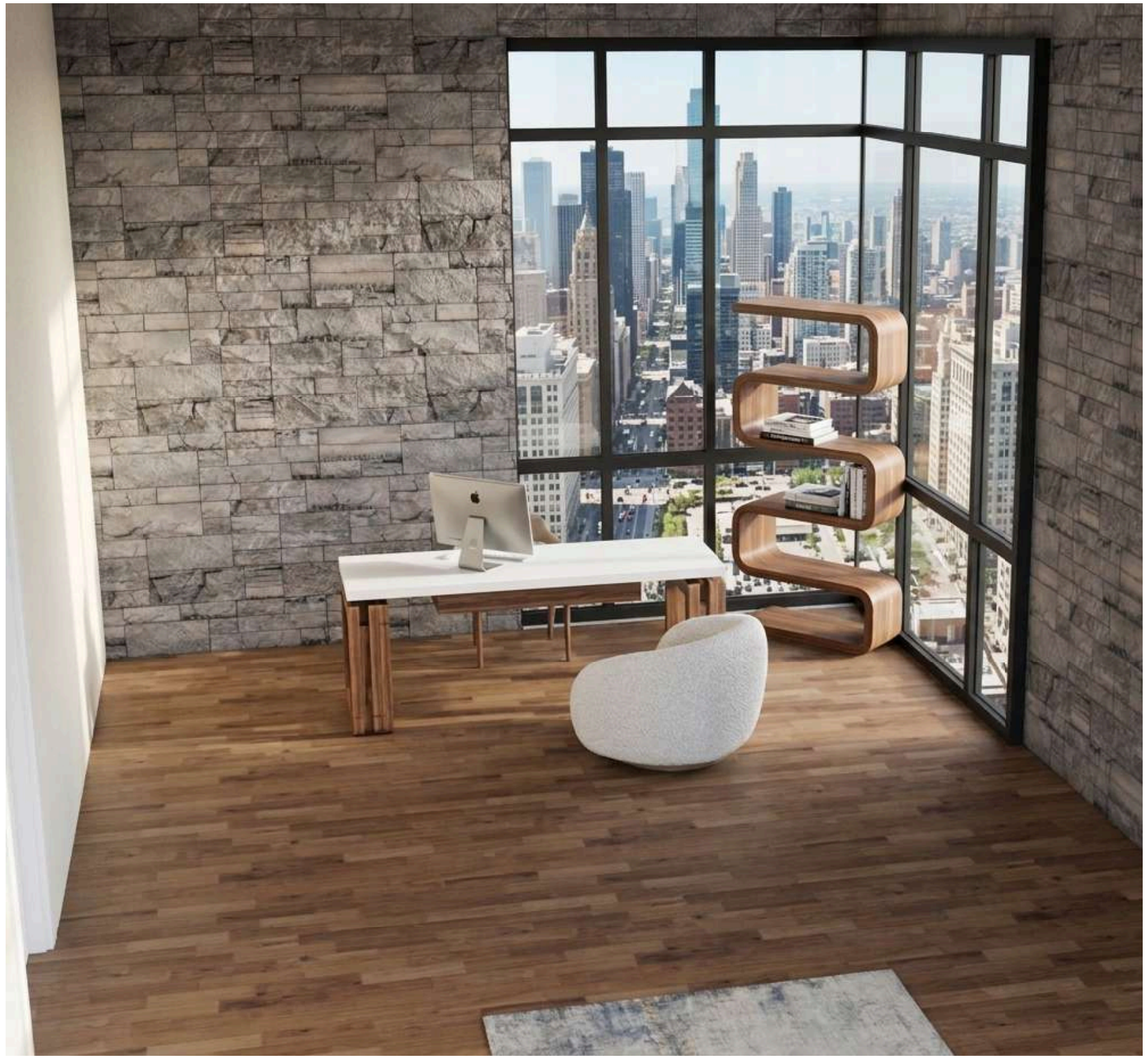
EXECUTIVE OFFICE



FLOOR 2



VP OFFICE



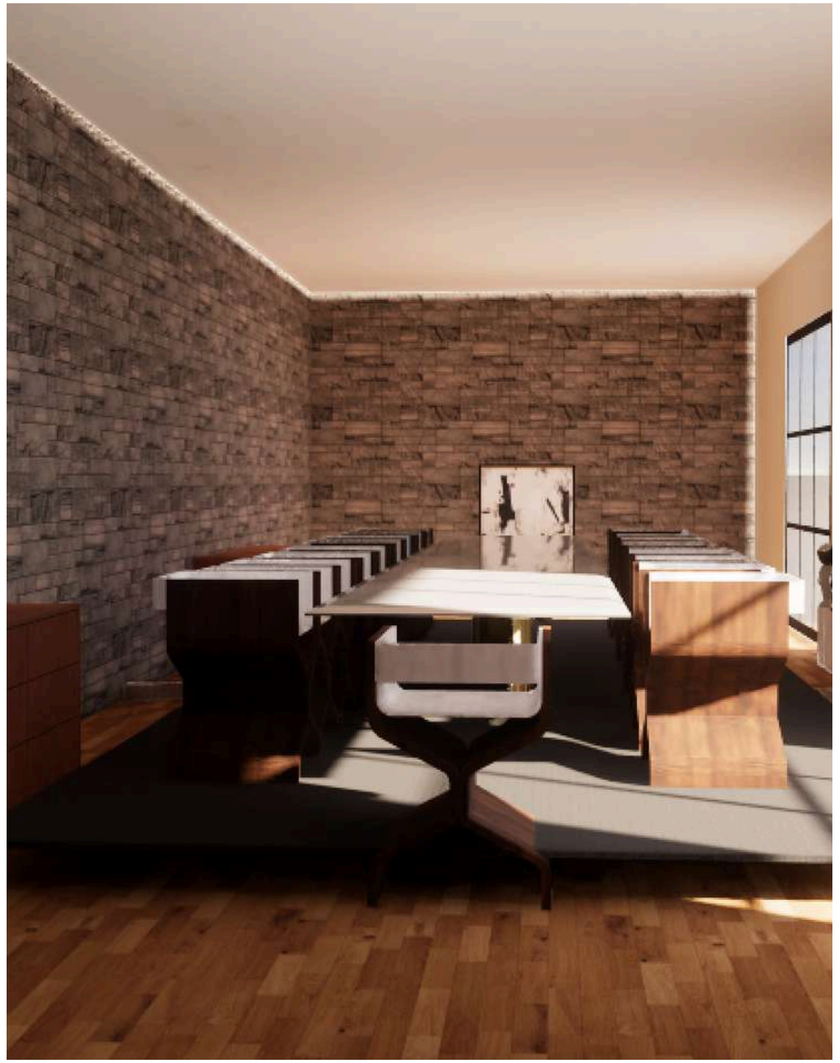
FLOOR 2



CONFERENCE ROOM

FLOOR 2





LOUNGE ZONE

FLOOR 2



