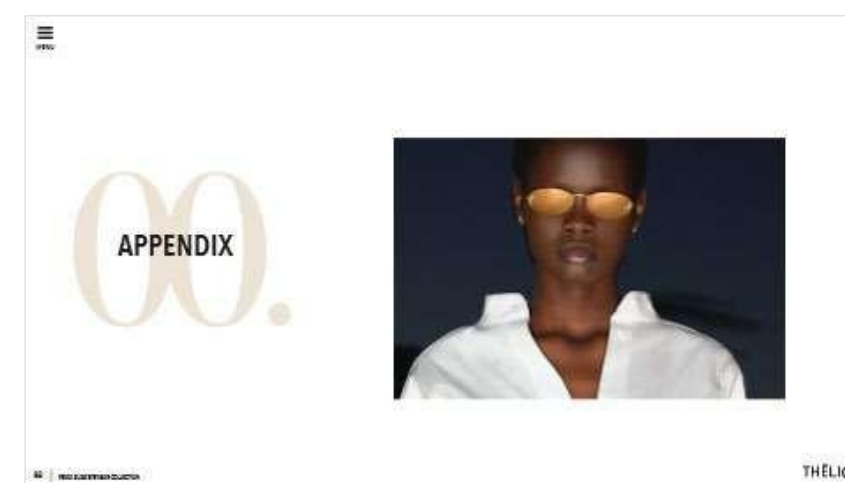
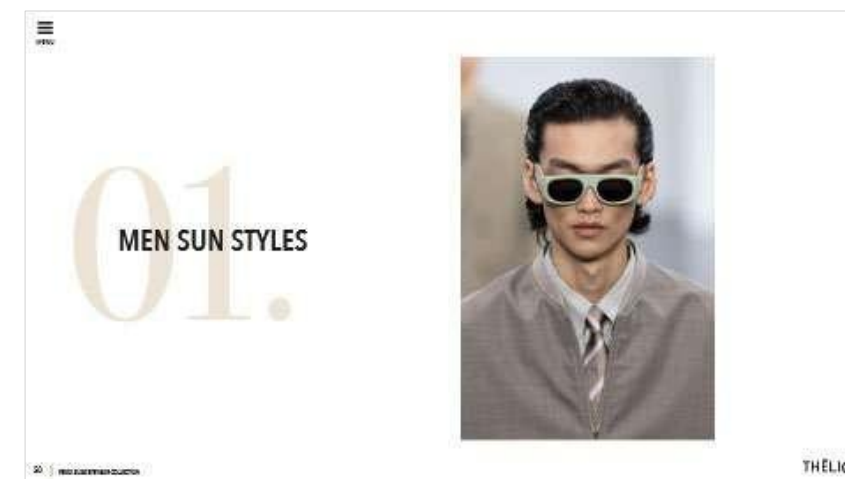


THĒLIOS

FENDI
SU25 COLLECTION

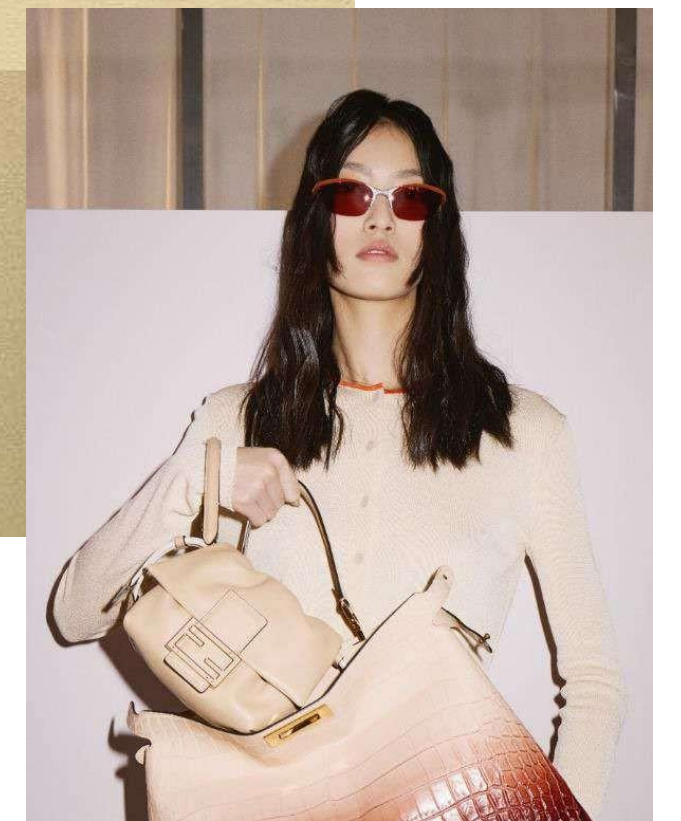


INDEX MENU



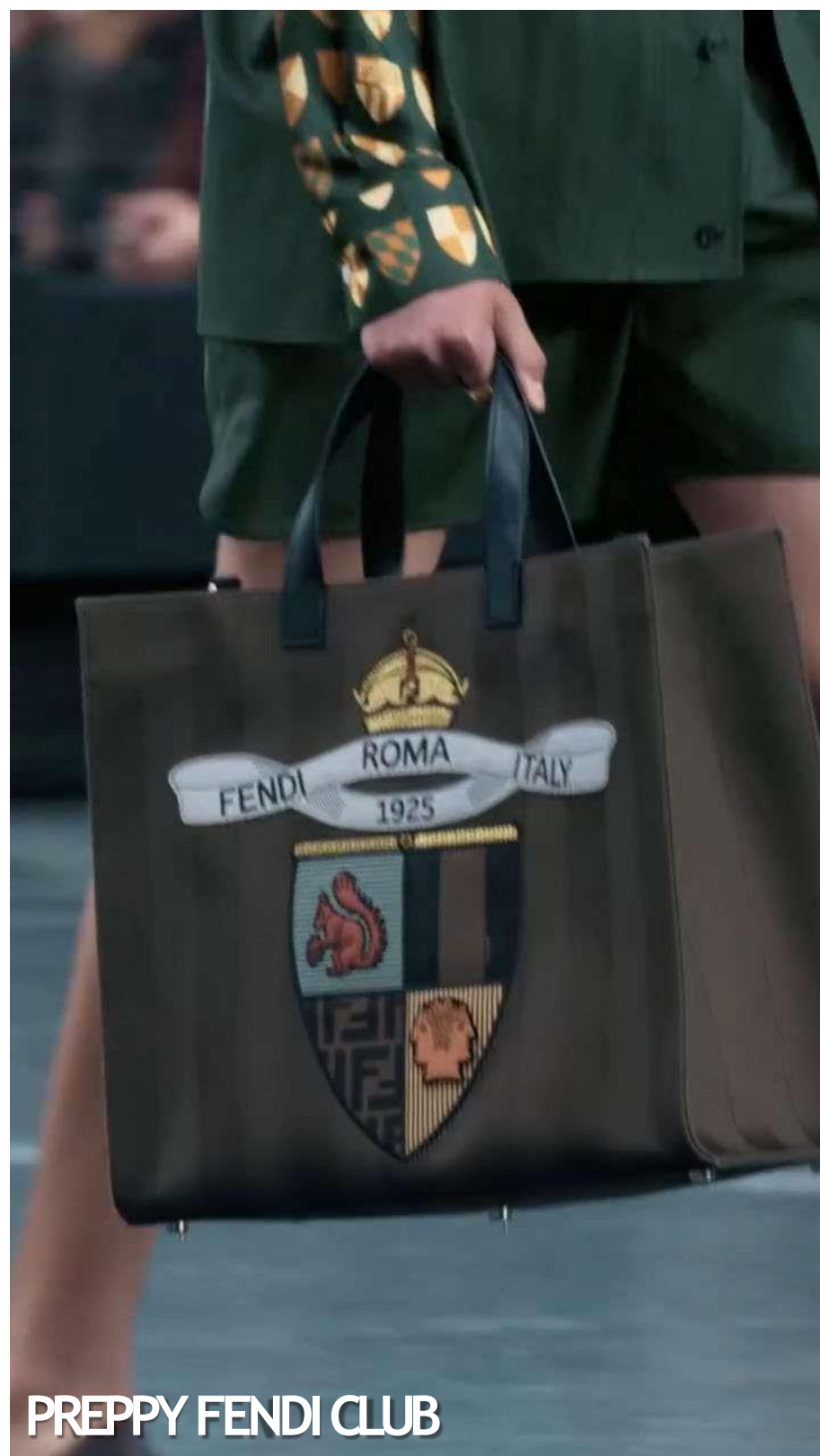
01.

SU25 COLLECTION

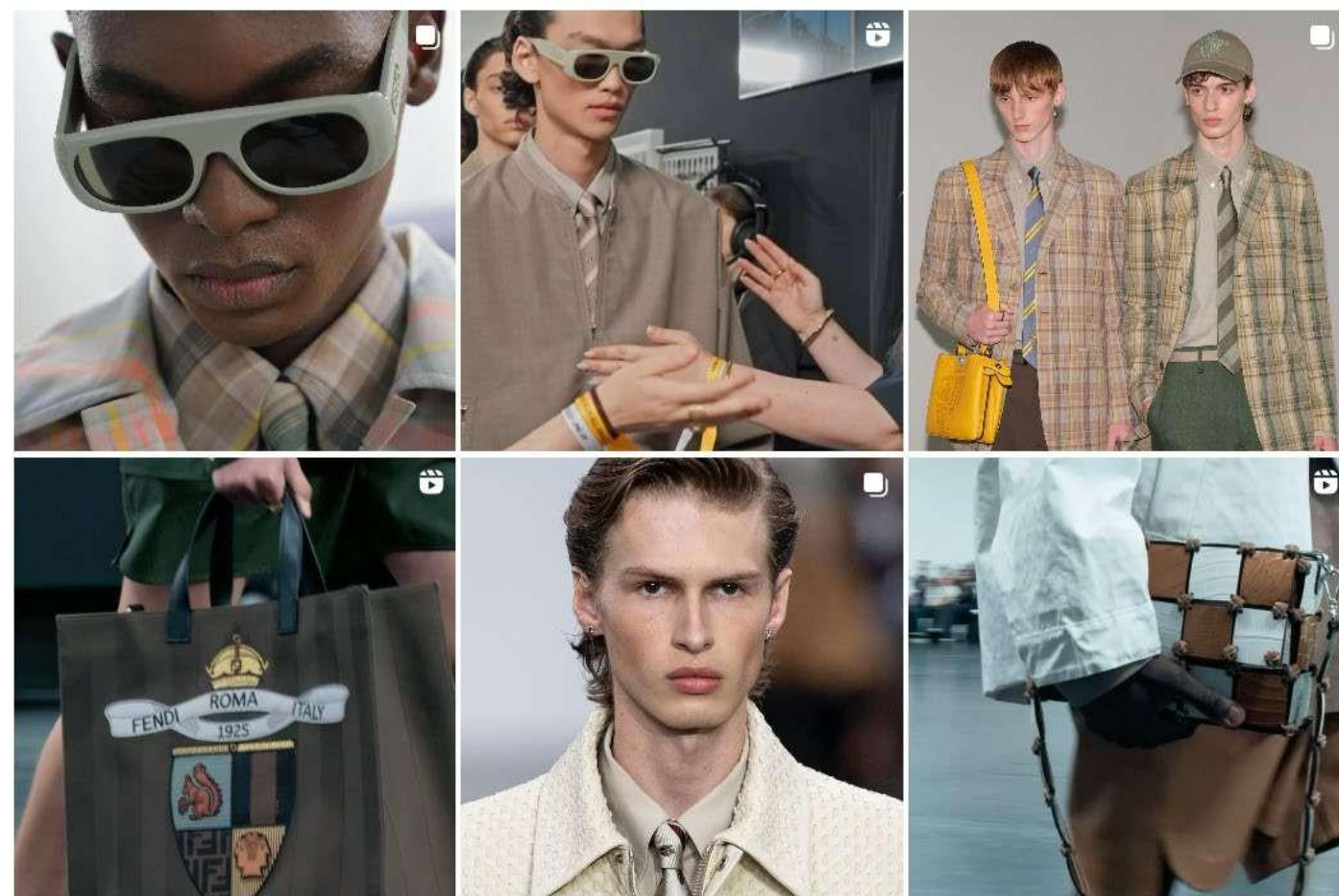


MAISON KNOWLEDGE

01 Men's SS25 Fashion Show by Silvia Venturini Fendi A UNIVERSAL HOMAGE WITH SUBLIMATING MAISON CODES



PREPPY FENDI CLUB



Fendi, a **travelling time capsule** mirroring decades and destinations, with **Italian craftsmanship** as its North star.

Re-interpretation of codes and of elements of **uniforms** in soft expressions of contemporary masculinity.



FENDI SIGNATURE SUNGLASSES



02. Women's SS25 Fashion Show by Kim Jones A CENTENNIAL CELEBRATION BRIDGING WORLDS OF CRAFT AND TIME



In preparation for the **Maison's 100th celebrations**, the collection draws from **1925** – the founding year of the Maison - merging ready-to-wear and couture, hand & machine made, eveningwear & daywear, in a **celebration of the everyday**.



OCT 24: ANNOUNCEMENT OF KIM JONES DEPARTURE

MAISON KNOWLEDGE

03. Focus on the **Selleria** Code HANDCRAFTED HERITAGE & TIMELESS CRAFTSMANSHIP



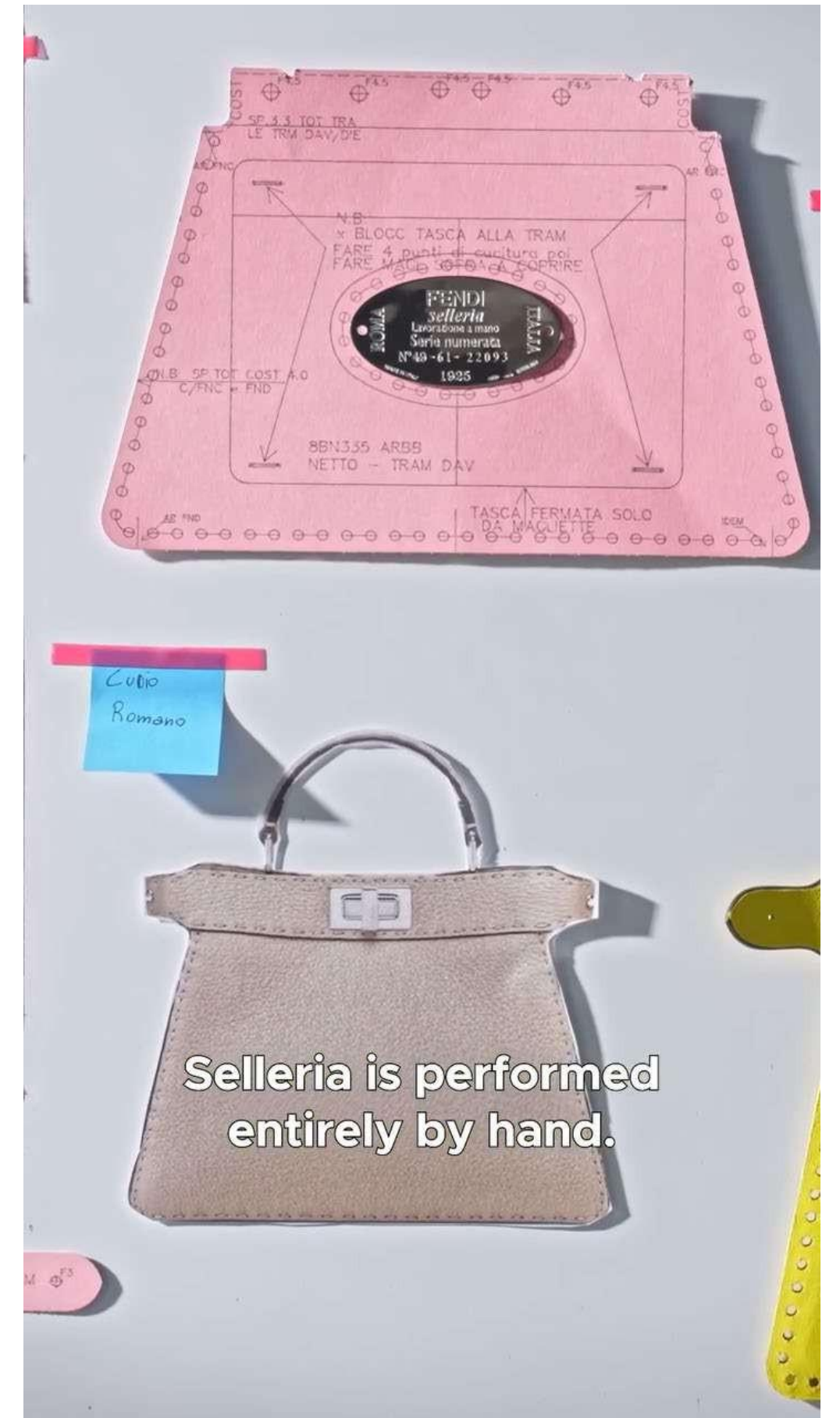
LAUNCHED IN 1925 BY ADELE & EDOARDO FENDI



The **Selleria** stitching is a timeless tradition that continues to define Fendi's *craftsmanship* today.



SIGNATURE SILVER ENGRAVED TAG



Selleria is performed entirely by hand.

MAISON KNOWLEDGE

04. 2025: 100 years of Fendi ANNIVERSARY SHOW AT MILAN FASHION WEEK

FENDI MAN AND WOMAN COLLECTIONS WILL MERGE IN A SINGLE
DAZZLING CELEBRATION OF THE MAISON AND ITS' HERITAGE

“

*Designed by Silvia Venturini Fendi, the Maison
will present a M&W runway in February during
Milan Fashion Week”.*

- WWD



EYEWEAR COLLECTION KEY POINTS

01. Leverage the *momentum*
FENDI FIRST CRYSTAL



NEW TRENDY RECTANGULAR

02. Push the *savoir-faire*
FENDI SIGNATURE SHOW



INTRODUCE A HIGH END TOUCH

03. Present a heritage *stitching*
FENDI SELLERIA



TWO TIMELESS INTERPRETATIONS

04. Animate our *optical offer*
SELLERIA INTRODUCTION



SUBTLE FASHION TOUCH

EYEWEAR COLLECTION KEY POINTS

01. Play with the show *concept*
FENDI SIGNATURE



EVOLUTION FOR A FENDI CLUB MEN

02. Tackle a *fresh* look
FENDI SKY & FF SQUARED



MODERN ANIMATIONS

03. Introduce a strong *statement*
FENDI SPORT



FASHION FORWARD OFFER

04. Keep reinforcing out
OPTICAL OFFER



BALANCING STYLE & WEARABILITY

PRODUCT DEEP DIVE

PRODUCT MIX

18 NEW STYLES

11 SUN (+4 AF)
7 OPT (+3 AF)

MATERIALS

81% Acetate
15% Metal
4% Aluminium

COLOR ADDITIONS

SUN: 5 Styles (+2 AF)

100% MADE IN

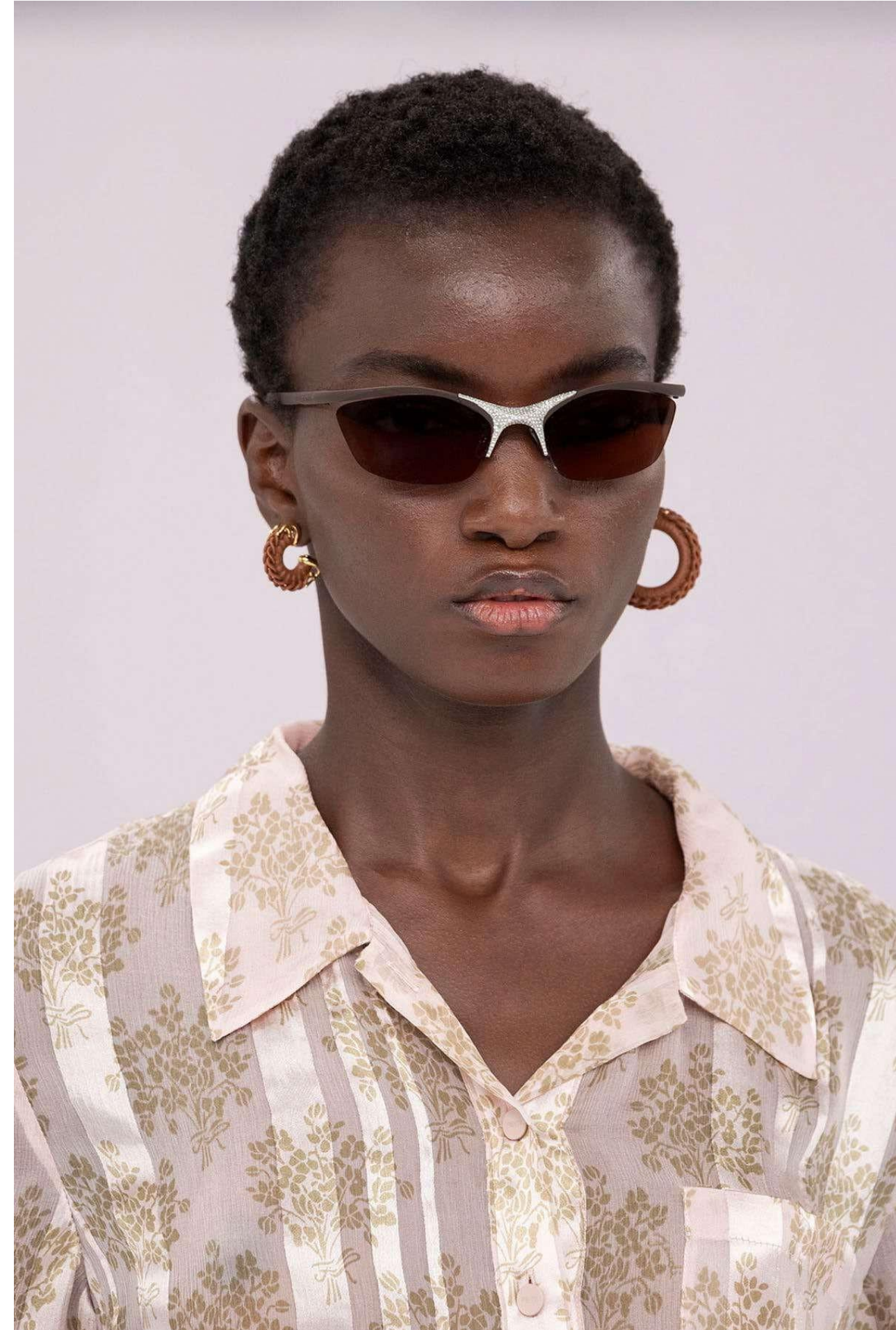
ITALY

AVAILABILITIES

- **Availability CS (Vecona): W50** (Mid December 2024)
- **Availability SS (Vecona): W10** (Beg March 2025)
- **Launch BTQ (*ln-sxoce*): Drop 1:** Beg February & **Drop 2** Mid-March
- **Delivery KA + WHS (Vecona): W14** (Beg April 2025)

01.

WOMEN SUN STYLES



EYEWEAR COLLECTION OVERVIEW

FASHION

TIMELESS

CASUAL

Trendy

Savoir-faire

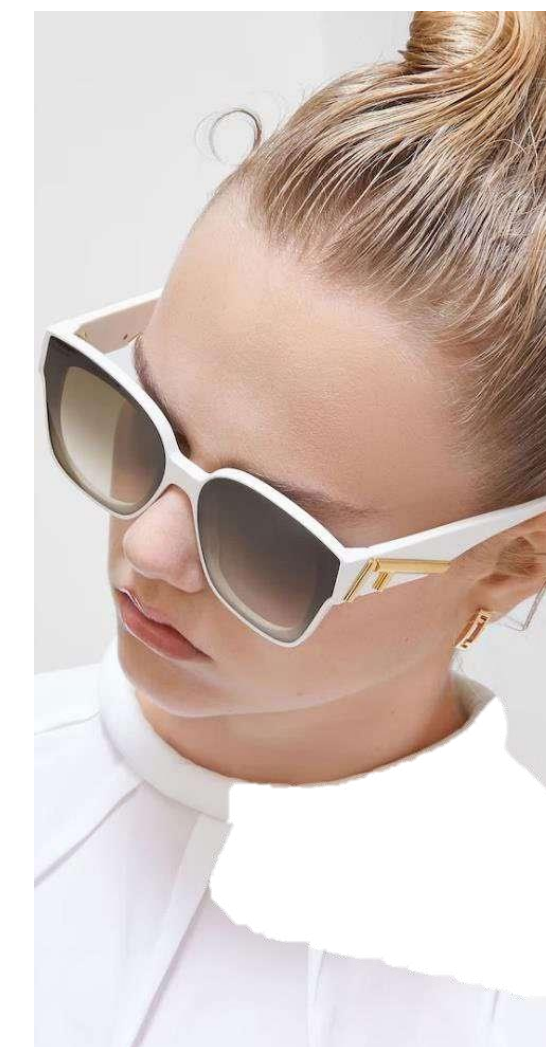
Sophisticated

Precious

Distinctive

Glamour

Easy to wear



FENDI FIRST CRYSTAL
+1 NEW STYLE
+1 COLOR ADD

NEW: SIGNATURE FASHION SHOW
+1 NEW STYLE

NEW: FENDI INTERLACE
+1 NEW STYLE

FF DIAMONDS
+1 COLOR ADD

NEW: FENDI SELLERIA
+2 NEW STYLES (+2 AF)

FENDI FIRST
+1 COLOR ADD (+1 AF)

LETTERING
+1 NEW STYLE (+1 AF)

SPECIAL DELIVERIES & ANTICIPATIONS

ANTICIPATED SKUS ARE FLAGGED INSIDE THE PRESENTATION : ★ AVANT-PREMIERE KEY CLIENTS / MARKETS

FENDI FIRST CRYSTALS FE4172US

ADV



32A



32G

AVANT-PREMIERE KEY MARKETS

Delivery: Starting **W7** – Key Markets | **W14** – Other Markets

FENDI SELLERIA FE40174I & FE50125I



52C

ADV



001

AUTOSHIP

FRANCE & ITALY

Standard delivery: Starting **W14**

Push the high-end *savoir-faire*

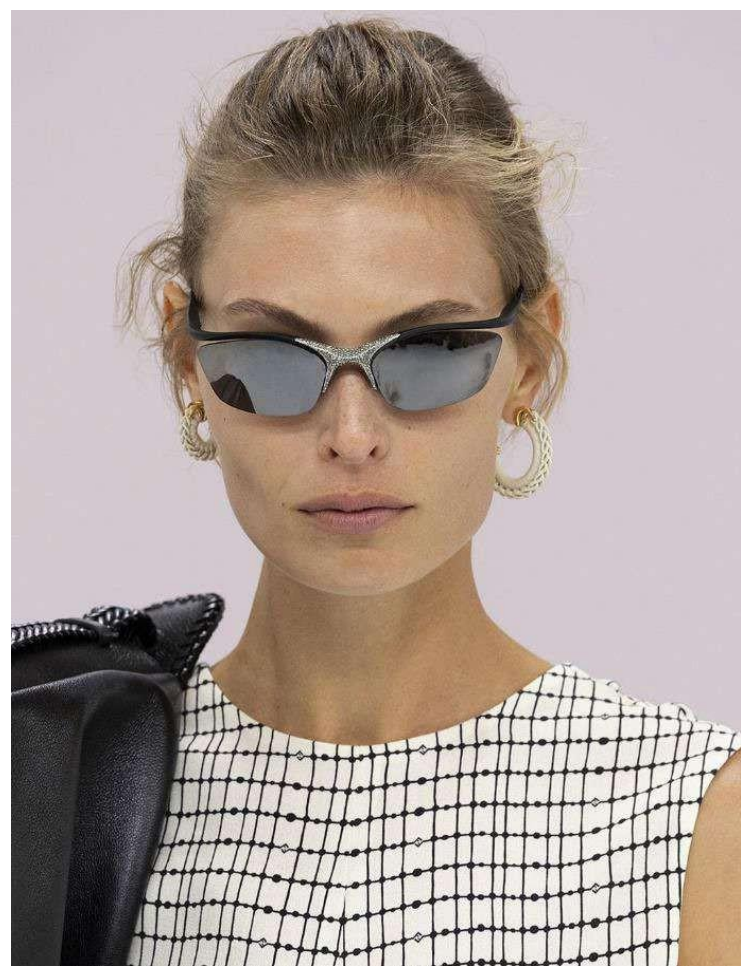
NEW LINE | FASHION SHOW | ONE SHOT
SIGNATURE FASHION SHOW

INTRODUCING 1 STYLE

THÉLIOS

SIGNATURE FASHION SHOW

Product Deep Dive



FASHION SHOW | ONE SHOT

LIGHTWEIGHT ALUMINIUM STRUCTURE

SS25 Women's Fashion Show style
SUBTLE MATTE FRAME & FLASH LENSES



SUSPENDED LENSES

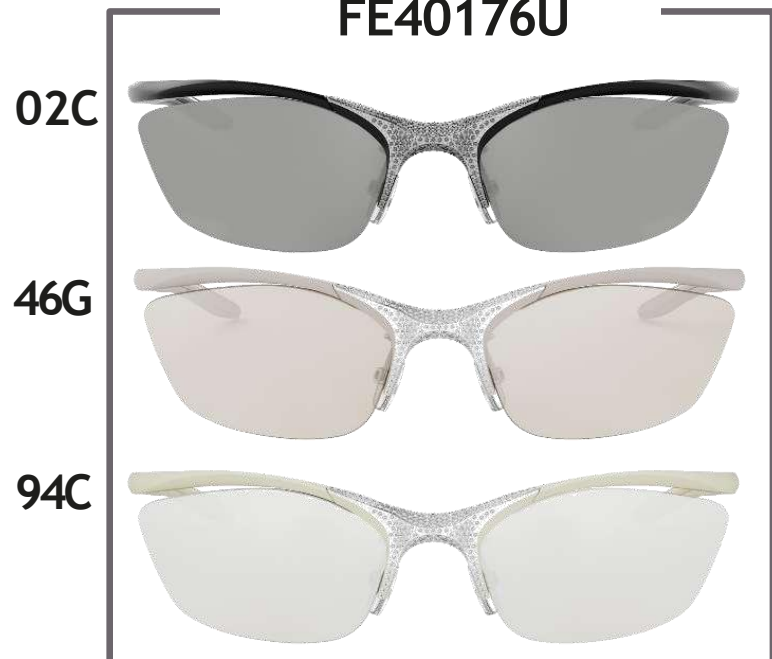


SOPHISTICATED SNAP HINGE



High quality movement

SUSPENDED CAT EYE
FE40176U



HAND APPLIED CRYSTALS ON THE NOSE BRIDGE



ELEVATED APPROACH - Perfect for a very high-end avant-garde statement



TOP DOORS - DIAMOND & GOLD

THÉLIOS

FENDI SU25 COLLECTION

SIGNATURE FASHION SHOW | FE40176 U



02C
Matte Black Frame
Silver Mirror Lens



46G
Matte Taupe Frame
Silver Flash Lens



94C
Matte Light Green Frame
Light Silver Mirror Lens

Technical details

U 62 6 13 125 ~~RX-able~~

Leverage the *momentum*



FENDI FIRST CRYSTAL

+1 STYLE

Existing offer



FE4075US |FW22
+1 NEW COLOR



FE4121US |SP24



FE4160US |SP25



FE4082US |SP23



FE4134US |SU24

THÉLIOS

FENDI FIRST CRYSTAL

Product Deep Dive



ADV

RECTANGULAR
FE4172US



NEW FLASHE PEQUIN LENSES



SIGNATURE SQUARED TIPS



HAND APPLIED CRYSTALS



Crystal-embedded FF

Trendy *feminine* look
FASHIONABLE RECTANGULAR



90S INSPIRED

★ CORE WORLDWIDE

★ AVANT-PREMIERE KEY CLIENTS / MARKETS



Iconic pattern introduced by Karl Lagerfeld in 1983: recognizable logo-not-logo stripes

BRANDED TEMPLES & NOSE PADS



FENDI SU25 COLLECTION

★ CORE WORLDWIDE

★ AVANT-PREMIERE KEY CLIENTS / MARKETS

FENDI FIRST CRYSTAL | FE4172 US | **SU25 ADV STYLE**



16J

Shiny Palladium Frame
Apricot Lens

16X

Shiny Palladium Frame
Blue Silver Pequin Lens



★ **32A** ★

Shiny Light Gold Frame
Smoke Lens

ADV

32G ★

Shiny Light Gold Frame
Brown Silver Pequin Lens

Technical details

U 54 4 16 135 RX-able

FENDI SU25 COLOR ADDITION

Fendi First Crystal | FE4075US

NEW COLORS SU25

FEMENINE COLOR PALETTE

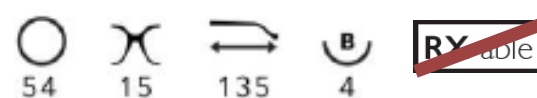


28Z

Shiny Rose Gold frame,
Solid Pink with Silver Flash Lens



FE4075US
+1 NEW COLOR



CARRY-OVERS



12A



28Y



30L



30J



30Y



30A



30S



30V

FENDI FIRST CRYSTAL SS25 COMMERCIAL PACK

★ CORE WORLDWIDE
★ AVANT-PREMIERE KEY CLIENTS / MARKETS

Leveraging on SP25 presentations to anticipate selling SU25 novelties and replenish on CAO

SU25

FE4172US FE4075US

ADV ★★ 32A 28Z

★ 32G

16X

16J

SP25

FE4160US FE4116US

12A 028

28E 030

16N 016

CARRY - OVERS

FE4075US FE4082US

12A 30A 30B

28Y 30S 30T

30L 30V 30Y

30J 30Z

30Y

MAIN KPIS

CONVENTIONS

#SKU SOLD
SU25
PER DOOR

TARGET 3

ON THE FIELD

#SKU SOLD
SS25
PER DOOR

TARGET 5

ON THE FIELD

OPT
PENETRATION
PER DOOR

TARGET = 100%

COMMERCIAL PACK AVAILABLE IN IPADS!

Present a heritage *stitching*

NEW LINE

FENDI SELLERIA

INTRODUCING 2 STYLES (+2AF)



SELLERIA SPECIAL PACKAGING



FENDI SELLERIA

Product Deep Dive

★ CORE WORLDWIDE

★ AUTOSHIP FR & IT

Inspired by the **hand stitched** Fendi Selleria since 1925



NEW TIMELESS LINE



SQUARED TEMPLE TIPS

METAL SELLERIA STITCH DETAILS



Metal Fendi logo



GENTLE MIRROR LENSES



From trendy **oversized** to *modern low*



GEOMETRIC
FE40173I/F

RECTANGULAR
FE40174I/F

01C	★	01X
53X	★ ★	52C
60Q LIMITED	★	60Z LIMITED

FENDI SU25 COLLECTION

FENDI SELLERIA | FE40173 I/F



★ 01C
Shiny Black Frame
Silver Smoke Lens



53X
Shiny Classic Havana Frame
Silver Azure Lens



60Q
Shiny Beige Horn Frame
Khaki Silver Lens

LIMITED

SELLERIA SPECIAL PACKAGING



Technical details

	○	⊂	⌒	↔	
I	54	2	16	140	RX-able
F	56	2	14	140	

FENDI SU25 COLLECTION

★ CORE WORLDWIDE
★ AUTOSHIP FR & IT

FENDI SELLERIA | FE40174 I/F



01X
Shiny Black Frame
Azure Silver Lens



★ **52C** ★
Shiny Dark Havana Frame
Smoke Silver Lens



60Z
Shiny Beige Horn Frame
Pink Silver Lens

LIMITED

SELLERIA SPECIAL PACKAGING



Technical details

	○	⊂	⌒	↔	
I	51	2	17	140	RX-able
F	54	2	16	140	



Present a heritage *stitching*

NEW LINE | ONE SHOT

FENDI INTERLACE

INTRODUCING 1 STYLE

FENDI INTERLACE

Product Deep Dive



ONE SHOT

Signature Fendi Peekaboo leather interlace

For the young yet elegant Fendi girl

TWO-TONE CONTRAST ACETATE FRONT



Subtle metal Fendi logo



Peekaboo ISeeU Bag

CAT/EYE
FE401711

45E



53A



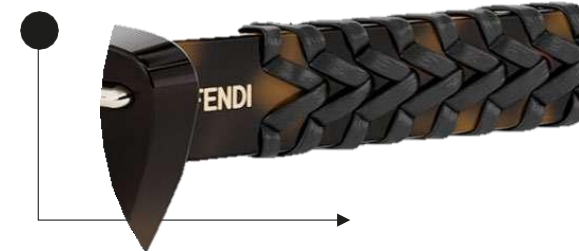
RX-able



METAL STITCH



HAND-BRAIDED LEATHER DETAIL



Exceptional craftsmanship with
Fendi signature leather

FENDI SU25 COLLECTION

FENDI INTERLACE | FE40171 I | **ONE SHOT**



45E

Shiny Taupe And Cream Frame
Dark Brown Lens

53A

Shiny Classic Havana And Black Frame
Smoke Lens

Technical details

I 49 2 18 140 **RX-able**



Play with the *entry* offer

LETTERING

+1 STYLE

Existing *offer*



FE40151VF | FW24

LETTERING

Product Deep Dive

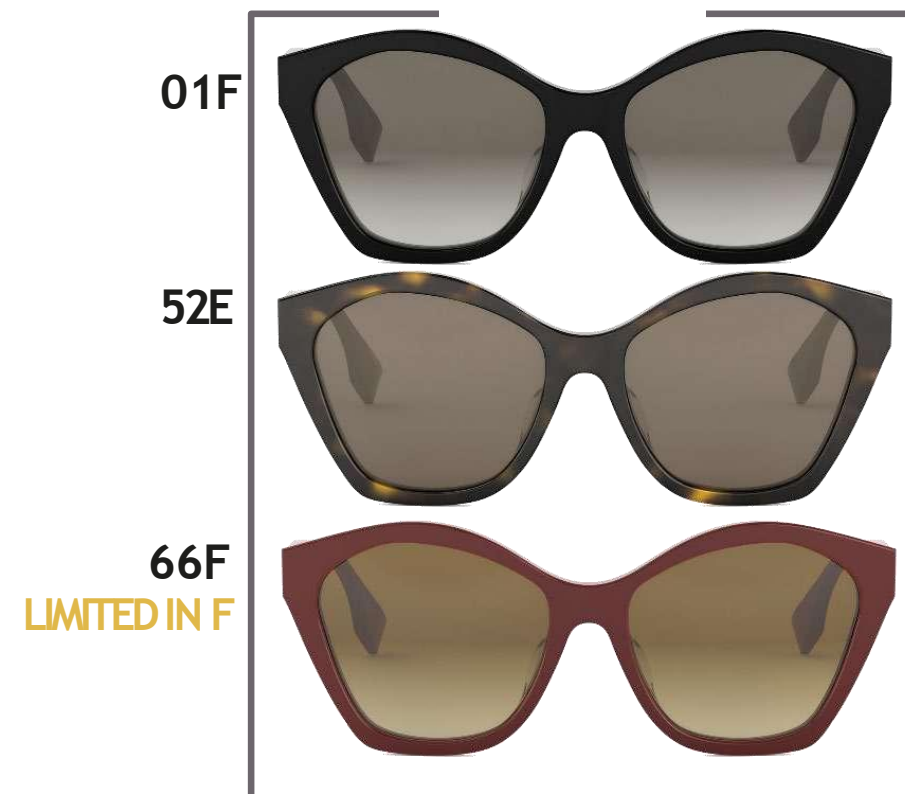


● Inject a *fashionable* touch to our
EASY-TO-WEAR LINE



Fendi Roma logo interpretation

BUTTERFLY
FE40175VF



SQUARED TEMPLE TIPS



RX-able

THĒLIOS

FENDI SU25 COLLECTION

LETTERING | FE40175 I/F



01F
Shiny Black Frame
Gradient Brown Lens



52E
Shiny Dark Havana Frame
Dark Brown Lens



66F
Shiny Rust Frame
Gradient Brown Lens
LIMITED IN F

Technical details

	○	⊂	⌒	↔	
I	54	2	19	145	RX-able
F	56	2	17	145	

Push key styles

BESTSELLERS

WOMAN SUN

Bestselling STYLES
GLOBAL WHS

*Dedicated best-seller trays in Baulis + AF Couvette
Selection available on MyThelios.com*



FE4075US 14%
Fendi First Crystal



FE4082US 4%
Fendi First Crystal



FE40101I/F 6%
Fendi Roma



FE40125I/F 5%
Fendi Roma



FE40140U 4%
FF Diamonds



FE40146I 3%
FF Diamonds



FE40098I/F 5%
Fendi First

% woman sun gross orders – FY 2024 – Global WHS





Animate our *pillars*

FF DIAMONDS

Existing offer



FE40146I |FW24



FE40139VF |FW24



FE40140U |FW24
+1 NEW COLOR



FE40149I |FW24



FE40148U |FW24



FE40161VF |SU25

THĒLIOS

FENDI SU25 COLOR ADDITION

FF Diamonds | FE40140U

NEW COLORS SU25

FRESH & YOUNG COLORS



41E

Shiny Opaline Mint frame,
Solid Brown Lens

LIMITED



53 18 135 2 RX-able

FE40140U
+1 NEW COLOR

BEST SELLER #5 WORLDWIDE

CARRY-OVERS



01A



56V



57E



90V



20Y



56N

Animate our *pillars*



FENDI FIRST

Existing offer



FE40098VF |SU23
+1 NEW COLOR



FE40135VF |SU23



FE40099VF |SU23



FE40150I |FW24

FENDI SU25 COLOR ADDITION

Fendi First | FE400981/F

NEW COLORS SU25

ELEGANT & TIMELESS COLORS



47F

Shiny Taupe frame,
Gradient Warm Brown Lens

LIMITED



FE400981/F
+1 NEW COLOR

BEST SELLER #3 WORLDWIDE

○	⌘	↔	Ⓜ
63	15	140	2
65	13	140	2

CARRY-OVERS



01W



45F



53B



55F



53F



56F

01.

WOMEN OPTICAL STYLES



EYEWEAR COLLECTION OVERVIEW

FASHION

Distinctive



NEW: FENDI SELLERIA
+2 NEW STYLES (+1 AF)

Precious



FF DIAMONDS
+1 NEW STYLE (+1 AF)

CASUAL

Easy to wear



LETTERING
+1 NEW STYLE

Push key styles

BESTSELLERS

WOMANOPT

Bestselling STYLES
GLOBAL WHS

Dedicated best-seller trays in Baulis + AF Couvette Selection available on MyThelios.com. Ongoing focus on Optical best-sellers !



FE50100I 5%
FF Diamonds



FE50001I 7%
Fendi Way



FE50067I 4%
Fendi Way



FE50085I 6%
Fendi Roma



FE50086I 5%
Fendi Roma



FE50073I 4%
Fendi First

% woman opt gross orders – FY 2024 – Global WHS



Present a heritage *stitching*

NEW LINE

FENDI SELLERIA

INTRODUCING 2 STYLES



SELLERIA SPECIAL PACKAGING



FENDI SELLERIA

Product Deep Dive

- ★ CORE WORLDWIDE
- ★ CORE AMERICAS
- ★ AUTOSHIP FR & IT



SELLERIA METAL STITCHING DETAIL



Metal Fendi logo

Inspired by the **hand stitched** Fendi Selleria since 1925



TIMELESS EVERYDAY ACETATE LINE



SIGNATURE SQUARED TIPS

Everyday looks with a *fashion* touch



ADV

	GEOMETRIC FE50125/F	CATE-EYE FE50126I
001	★	★
052		
068 LIMITED IN F		
	093 LIMITED	
	154 F53	53

FENDI SU25 COLLECTION

★ CORE WORLDWIDE
★ AUTOSHIP FR & IT

FENDI SELLERIA | FE50125 I/F | **SU25 ADV STYLE**



★ 001 ★
Shiny Black Frame
ADV



052
Shiny Dark Havana Frame



068
Shiny Opaline Red Frame
LIMITED IN F

Technical details

	○	⊂	⌒	↔
I	54	4	14	140
F	53	4	16	140

SELLERIA SPECIAL PACKAGING



FENDI SU25 COLLECTION

FENDI SELLERIA | FE50126 I



★ 001
Shiny Black Frame



052
Shiny Dark Havana Frame



093
Shiny Opaline Mint Frame
LIMITED

Technical details

	○	⊂	⌒	↔
I	53	4	16	140

SELLERIA SPECIAL PACKAGING





Animate our *pillars*

FF DIAMONDS

+1 STYLE

Existing offer



FE50099V/F |FW24



FE50100V/F |FW24



FE50117V/F |SP25



FE50098U |FW24



FE50111F |FW24



FE50110F |FW24

FF DIAMONDS

Product Deep Dive



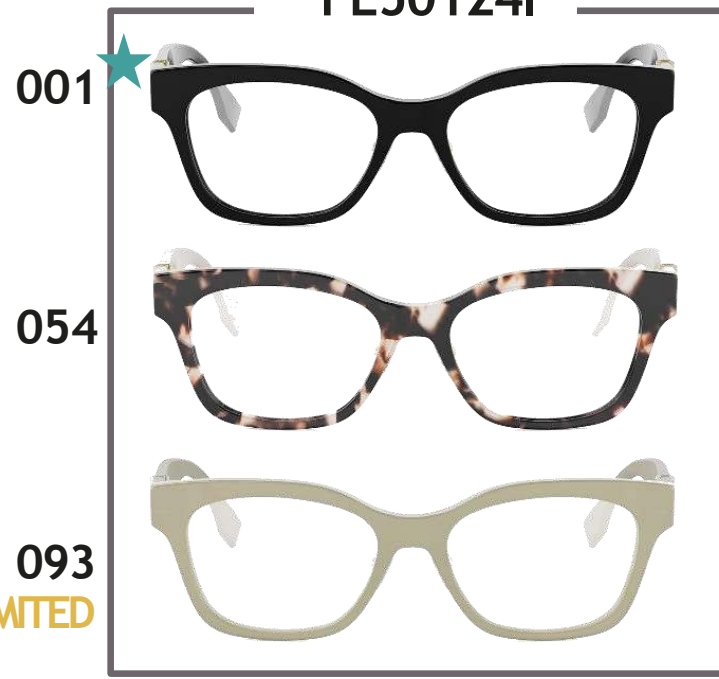
Metal nose pads in AF



SMALLER FRONT ADDITION



RECTANGULAR
FE50124I



Soft color palette
EASY TOWEAR

○ 156
○ F53

FENDI SU25 COLLECTION

FF DIAMONDS | FE50124 I/F



★ 001
Shiny Black Frame



054
Shiny Rose Havana Frame



093
Shiny Opaline Sage Frame
LIMITED

Technical details

	⊙	⊂	⌒	↔
I	56	4	15	145
F	53	4	17	145



Play with the *entry* offer

LETTERING

+1 STYLE



FE500871 | SP24

LETTERING

Product Deep Dive

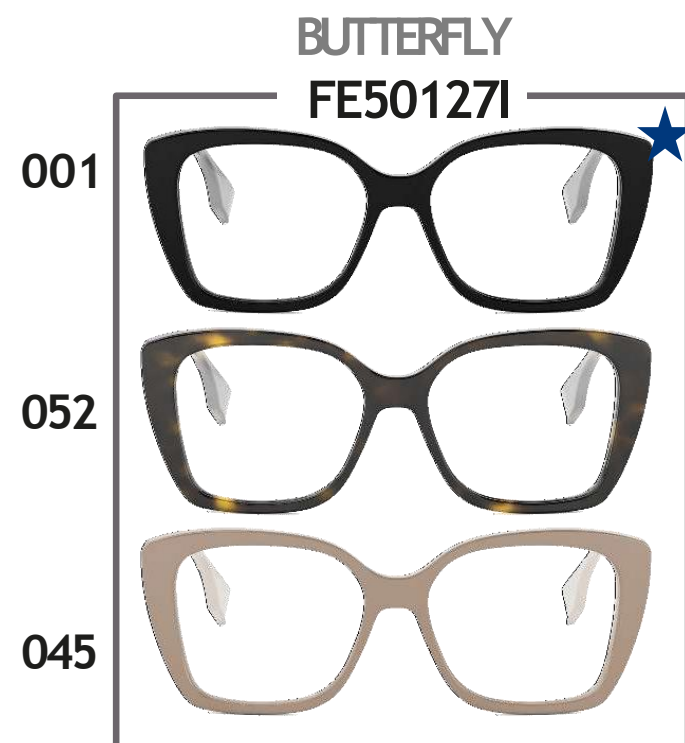


● Classic **easy-to-wear** style
ENTRY LEVEL LINE



SOPHISTICATED COLOR PALETTE

ELEGANT METALLIC FENDI LOGO



○ 54



Fendi Roma logo interpretation



FENDI SU25 COLLECTION

LETTERING | FE50127 I



★ 001
Shiny Black Frame



045
Shiny Taupe Frame



052
Shiny Dark Havana Frame

Technical details

	○	⊂	⌢	↔
I	54	4	16	145

01.

MEN SUN STYLES



EYEWEAR COLLECTION OVERVIEW

FASHION

Youthful



FFSQUARED
+1 NEW STYLE

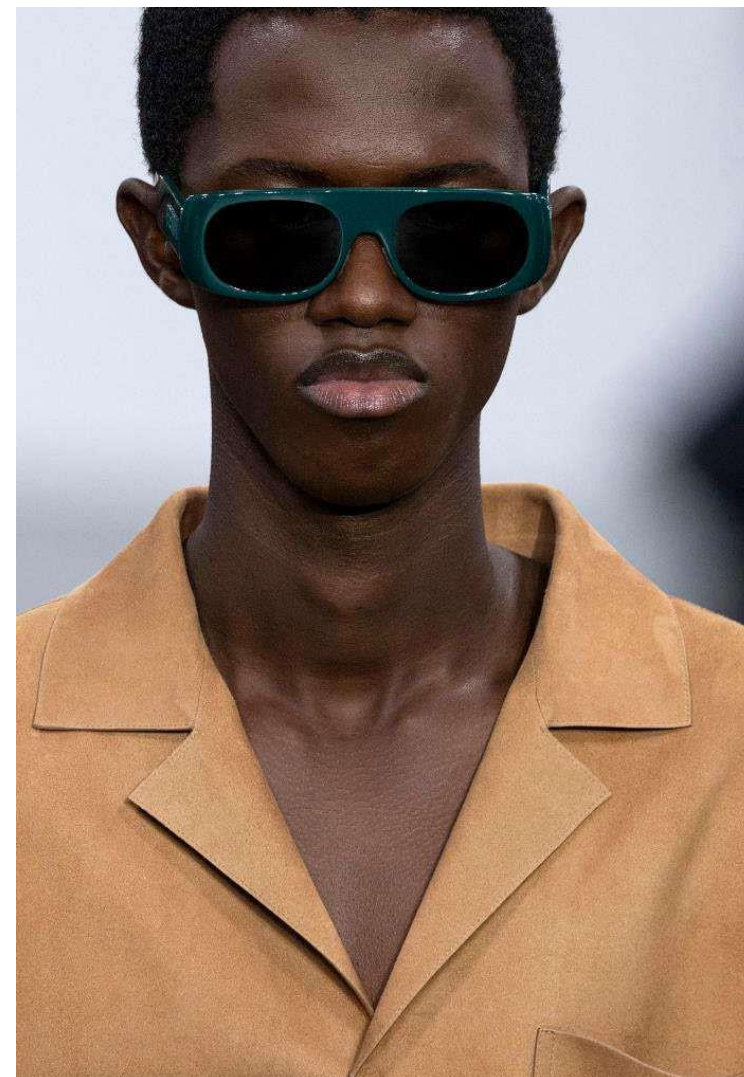
TIMELESS

Refined



FENDI SKY
+1 NEW STYLE
+1 COLOR ADD (2 COLORS)

Laid-back



SIGNATURE
+1 NEW STYLE
+1 COLOR ADD (2 COLORS)

CASUAL

Daily



FENDI ESSENTIAL
+1 NEW STYLE (+1 AF)

SPORT

Outgoing



FENDI SPORT
+1 NEW STYLE



Evolution for «*Fendi club*» men

SIGNATURE

+1 STYLE | **FASHION SHOW**

Existing offer



FE40118/F | SU24
+2 NEW COLORS (+2 AF)



FE40119/F | SU24

FENDI SIGNATURE

Product Deep Dive



ADV

OVAL
FE40169I



RX-able



SS25 Men's Fashion Show style



Straight top design in a rounded chunky acetate

INSPIRATION: The *Fendi Club* men



FENDI

FENDI SU25 COLLECTION

SIGNATURE | FE40169 I | **SU25 ADV STYLE**



01A
Shiny Black Frame
Smoke Lens



45E
Shiny Beige Frame
Nicotine Lens
ADV
LIMITED



53E
Shiny Rust Havana Frame
Dark Brown Lens



96N
Shiny Dark Green Frame
Dark Green Lens
LIMITED

Technical details

I 54 2 19 150 **RX-able**

FENDI SU25 COLOR ADDITION

Signature | FE40118I/F

NEW COLORS SU25

FE40118I/F
+2 NEW COLORS

59E
Shiny Mud frame,
Solid Brown Lens
LIMITED



96N
Shiny Dark Green frame,
Solid Khaki Lens
LIMITED



53 19 150 2 RX-able
55

CARRY-OVERS

01A



BESTSELLERS

MAN SUN

Bestselling STYLES
GLOBAL WHS

*Dedicated best-seller trays in Baulis + AF Couvette
Selection available on MyThelios.com.*



FE40073U 7%
Fendigrahy



FE40131I 6%
Fendi Diagonal

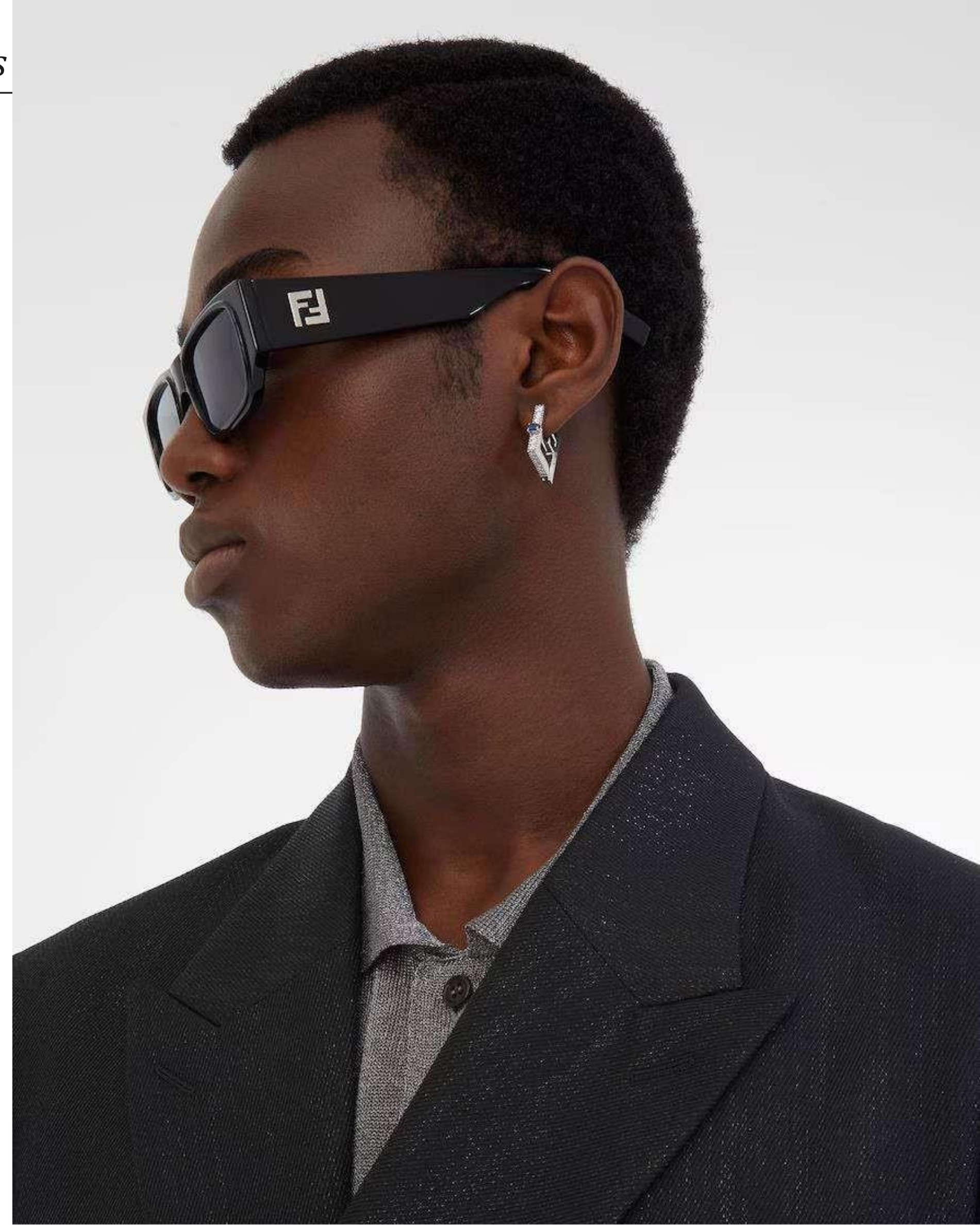


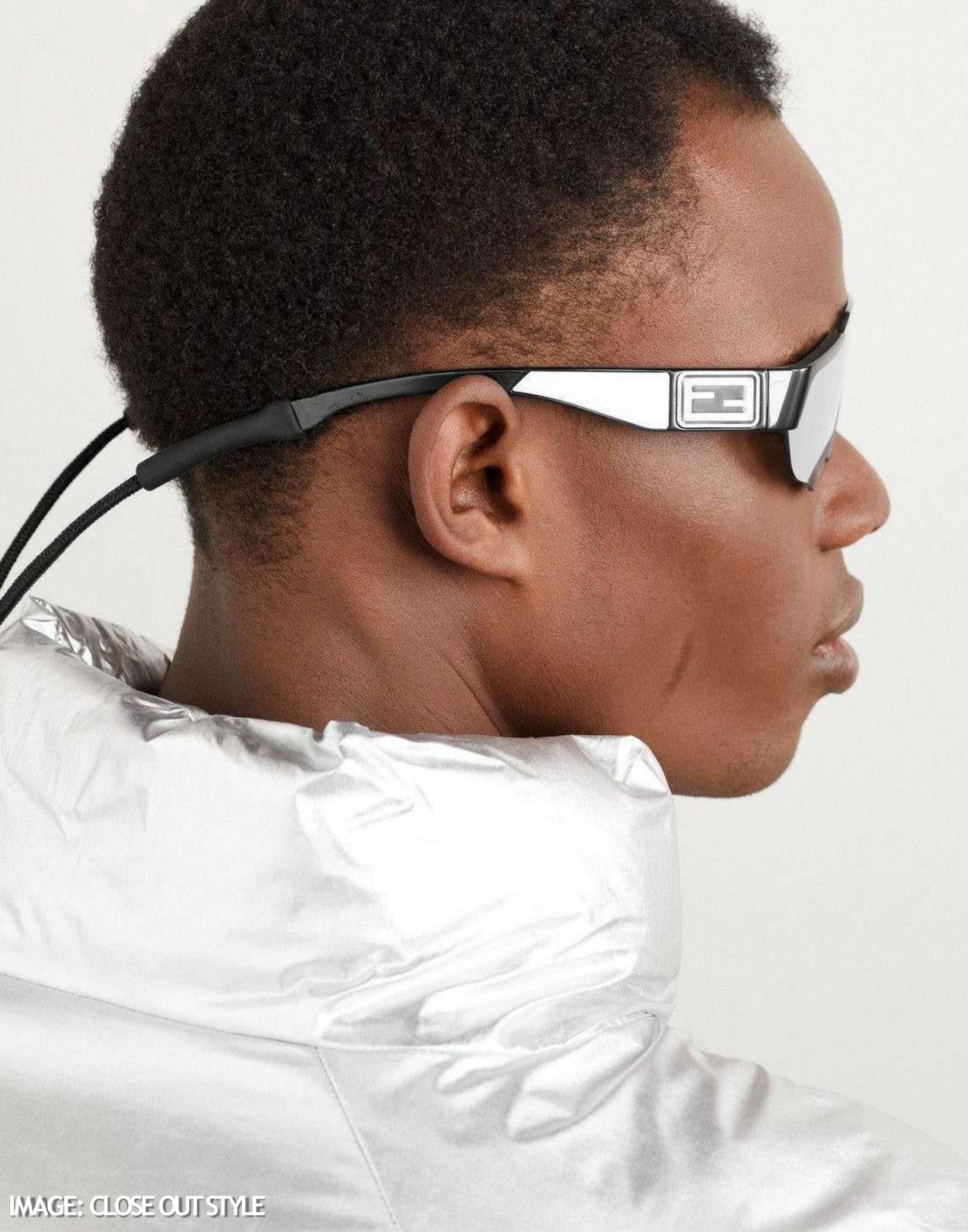
FE40144I 5%
FF Squared



FE40115U 5%
Fendi Sky

% Man sun gross orders – FY 2024 – Global WHS





Introduce a strong *statement*

FENDI SPORT

+1 STYLE

FENDI SPORT

Product Deep Dive



IMAGE: CLOSE OUT STYLE

Edgy touch for the sporty Fendi man

WRAP AROUND MASK LOOK & STRAIGHT TOP



COMFORTABLE ACETATE DETAILS



BOLD COLOR PALETTE WITH FLASH LENSES



Innovative cut-out FF with metal inserts on both sides

OVERSIZE LOGO TREND



FENDI SU25 COLLECTION

FENDI SPORT | FE40168 U



14A
Shiny Ruthenium Frame
Smoke Mask



16U
Shiny Palladium Frame
Grey Multilayer Red Mask



32G
Shiny Light Gold Frame
Brown Flare Gold Mask

Technical details

U 00 M5.2 0 135 ~~RX-able~~



Tackle a *refined* look

FENDI SKY

+1 STYLE

Existing *offer*



FE40043U | SU22



FE40060U | FW23



FE40115U | FW23
+2 NEW COLORS



FE40129U | SU24

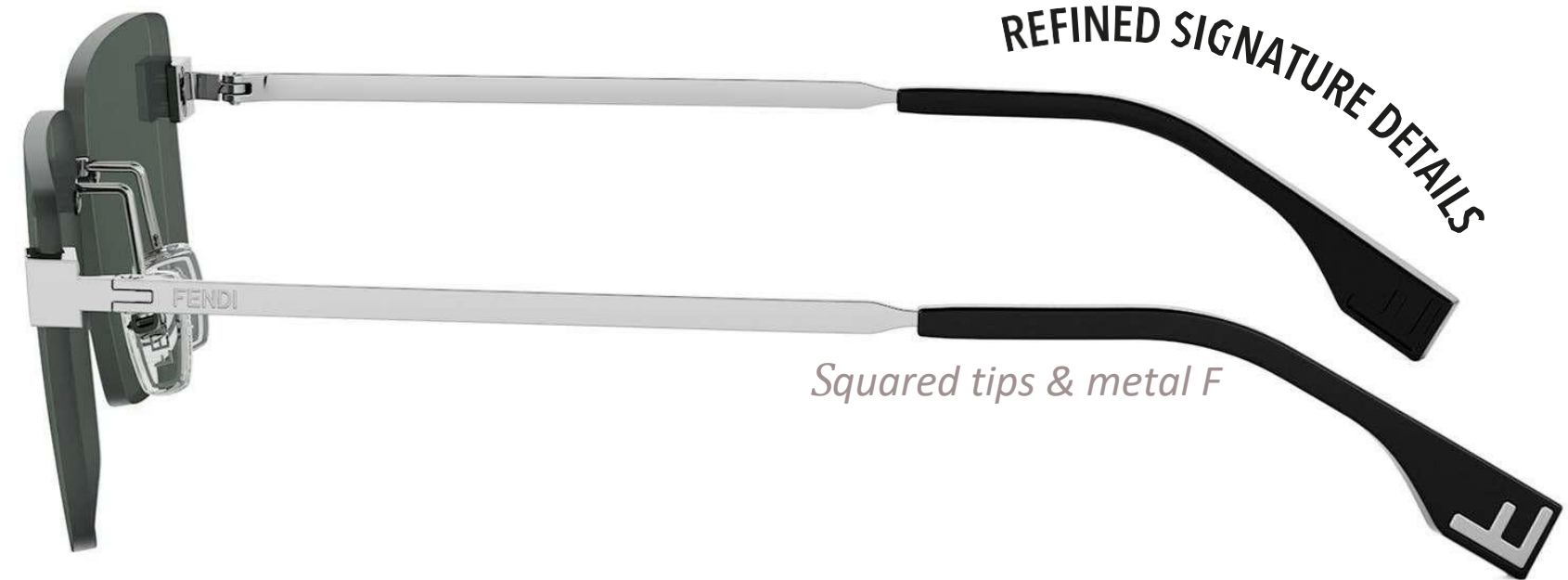
THĒLIOS

FENDISKY

Product Deep Dive



- Evolution in our refined family with vintage inspiration
INTRODUCE A RIMLESS RECTANGULAR



FENDI SU25 COLLECTION

FENDI SKY | FE40165 U



14N
Shiny Ruthenium Frame
Green Lens



16A
Shiny Palladium Frame
Smoke Lens



★ **32E**
Shiny Light Gold Frame
Brown Lens

Technical details

	○	⊂	⌒	↔	
U	60	2	13	145	RX-able

FENDI SU25 COLOR ADDITION

Fendi Sky| FE40115U

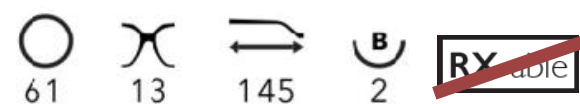
NEW COLORS SU25

FE40115U
+2 NEW COLORS

14B
Shiny Ruthenium frame,
Gradient Smoke Lens
LIMITED



16F
Shiny Palladium frame,
Gradient Brown Lens
LIMITED



CARRY-OVERS



14C



32N



32G



32E



Perfect balance between fashion & *wearability*

FENDI ESSENTIAL

+1 STYLE

Existing *offer*



FE40143I | FW24



FE40093I/F | FW24



FE40092I | FW24

THĒLIOS

FENDI ESSENTIAL

Product Deep Dive

● For the *refined* gentleman who wants an extra touch of **detail**
FIRST SLIM ACETATE COMBI CONSTRUCTION IN FENDI MAN



Modern colors



RX-able



REFINED FF ENGRAVING ON TEMPLES



For the first time!

FENDI SU25 COLLECTION

FENDI ESSENTIAL | FE40166 I/F



★ **01A**
Shiny Black Frame
Smoke Lens



52N
Shiny Dark Havana Frame
Green Lens



98E
Shiny Gradient Striped Green Frame
Brown Lens
LIMITED

Technical details

	○	⊂	⌒	↔	
I	52	2	19	150	RX-able
F	53	2	19	150	



Add a young *feel*

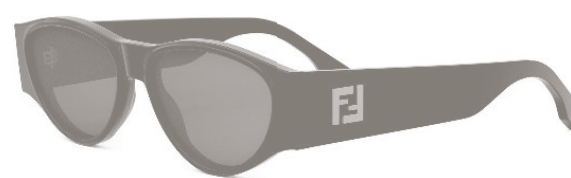
FF SQUARED

+1 STYLE

Existing *offer*



FE40144/F |FW24



FE40158I |SU25

FFSQUARED

Product Deep Dive



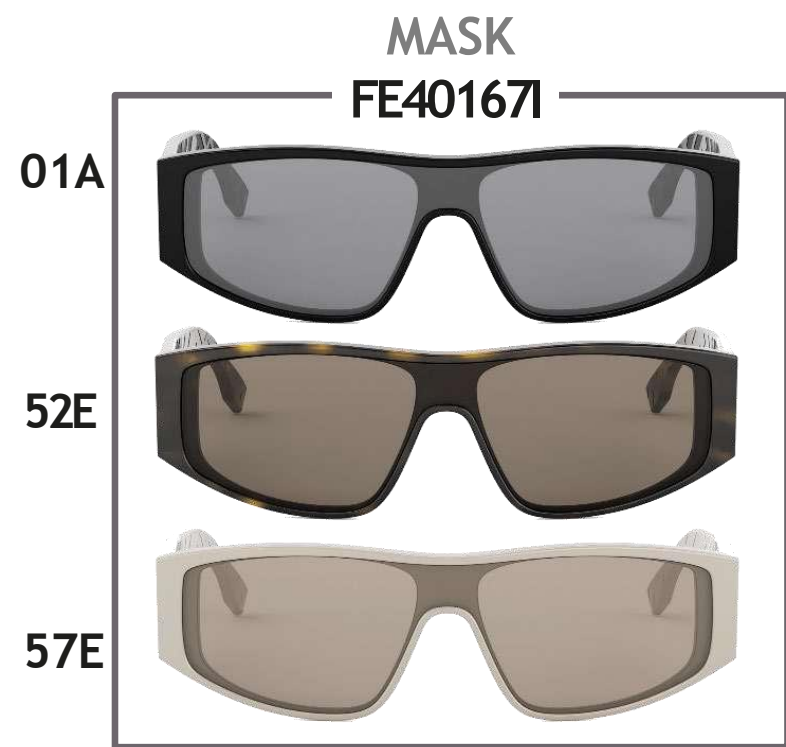
DISCREET LASERED FF PATTERN

SINGLE MASK LENS



Futuristic feel

Modern mask shape for the *young & edgy* consumer



MASK

FE401671

01A

52E

57E

RX-able



TONE-ON-TONE FF LOGO



FENDI SU25 COLLECTION

FF SQUARED | FE40167 I



01A
Shiny Black Frame
Smoke Mask



52E
Shiny Dark Havana Frame
Brown Mask



57E
Shiny Beige Frame
Brown Mask

Technical details

I 00 2 0 145 ~~RX-able~~

01.

MEN OPTICAL STYLES



EYEWEAR COLLECTION OVERVIEW

CASUAL

Youthful



FFSQUARED
+1 NEW STYLE

Daily



FENDI ESSENTIAL
+2 NEW STYLES (+1AF)

Push key styles

BESTSELLERS

MAN OPT

Bestselling STYLES

GLOBAL WHS

Dedicated best-seller trays in Baulis + AF Couvette Selection available on MyThelios.com. Ongoing focus on Optical best-sellers !



FE50081I 8%

Fendi Fine



FE50090I 6%

Fendi Fine



FE50089I 6%

Fendi Diagonal



FE50030I 6%

Fendi

% man opt gross orders – FY 2024 – Global WHS





Perfect balance between fashion & *wearability*

FENDI ESSENTIAL

+2 STYLES (+1 AF)

Existing *offer*



FE50097/F | FW24

THĒLIOS

FENDI ESSENTIAL

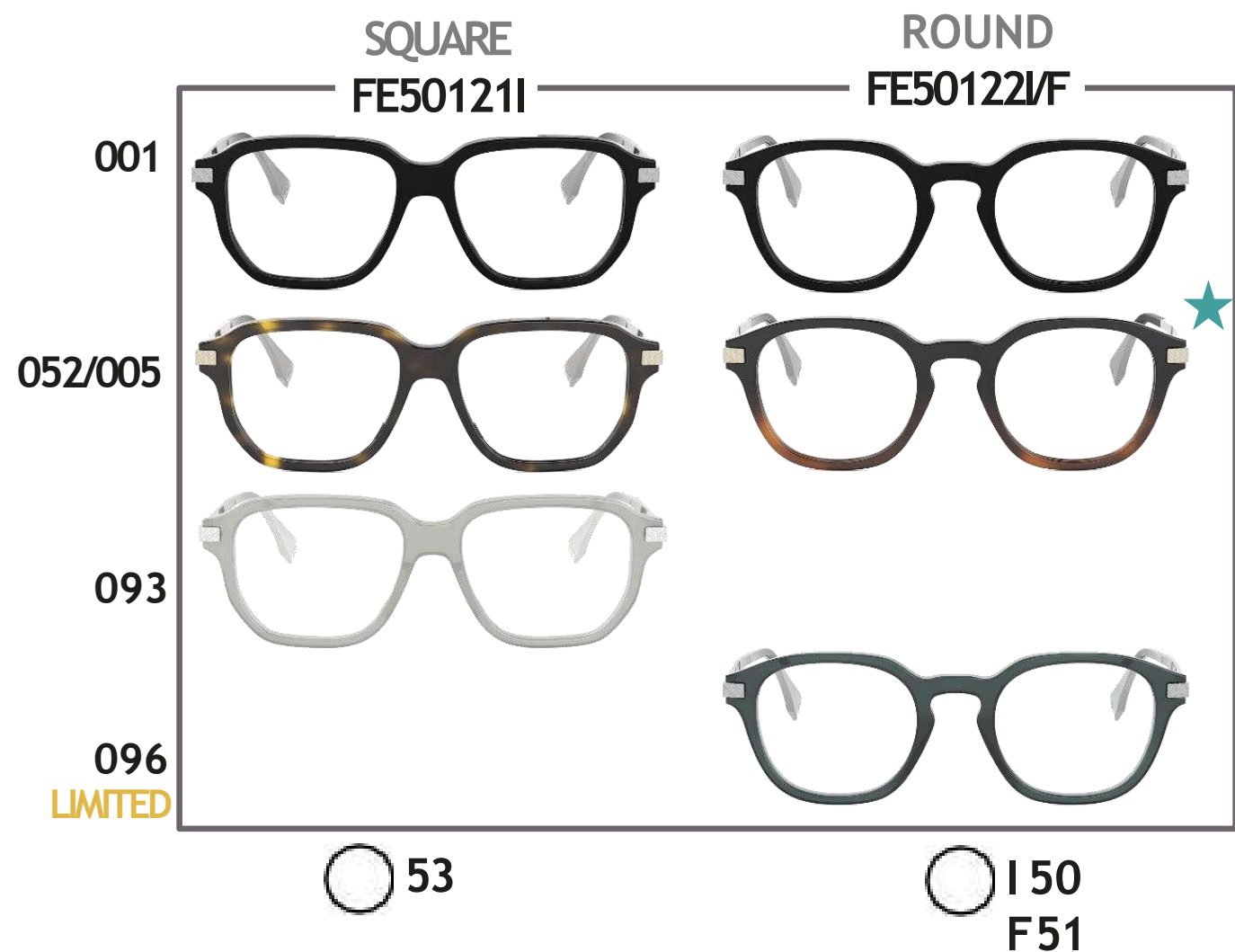
Product Deep Dive



- For the *refined* gentleman who wants an extra touch of **detail**
FIRST SLIM ACETATE COMBI CONSTRUCTION IN FENDI MAN



COMFORTABLE ACETATE TIPS



EVERYDAY COLOR PALETTE

Easy-to-wear

REFINED FF ENGRAVING ON TEMPLES

For the first time!



FENDI SU25 COLLECTION

FENDI ESSENTIAL | FE50121 I



001
Shiny Black Frame



052
Shiny Dark Havana Frame



093
Shiny Opaline Sage Frame

Technical details

I 53 4 16 150



53



4



16



150

FENDI SU25 COLLECTION

FENDI ESSENTIAL | FE50122 I/F



001
Shiny Black Frame



★ **005**
Shiny Gradient Black Havana Frame



096
Shiny Opaline Emerald Frame
LIMITED

Technical details

	○	⊂	⌒	↔
I	50	4	22	150
F	51	4	21	150

Everyday *animation*



FF SQUARED

+1 STYLE

Existing *offer*



FE50115I | SP25

FFSQUARED

Product Deep Dive



Introduction of an *easy-to-wear* design



DISCREET LASERED FF PATTERN

ADV

RECTANGULAR
FE50123I



53



METAL FF LOGO



THÉLIOS

FENDI SU25 COLLECTION

FF SQUARED | FE50123 I | **SU25 ADV STYLE**



FE50123I



★ 001
Shiny Black Frame
ADV



052
Shiny Dark Havana Frame
LIMITED



096
Shiny Emerald Frame
LIMITED

Technical details

	○	⊖	⌒	↔
I	53	4	19	140

01.

RECAPS



COLLECTION ARCHITECTURE

Fendi SU25 Women Sun | 6 NEW STYLES & 3 COLOR ADDS

NEW: SIGNATURE

FASHION SHOW
+1 STYLE



FE40176U,
3 COLORS
ADV

FENDI FENDI CRYSTAL
+1 STYLE & 1 CAO



FE4172US,
4 COLORS
ADV

COLOR ADD
FE4075US,
2 COLORS

NEW: SELLERIA
+2 STYLES (+1 AF)



FE40173V/F,
3 COLORS

FE40174I,
3 COLORS

NEW: FENDI
INTERLACE
+1 STYLE



FE40171I,
2 COLORS

LETTERING
+1 STYLE (+1 AF)



FE40175V/F,
3 COLORS

FF DIAMONDS
+1 CAO



COLOR ADD
FE40140U,
1 COLOR

FENDI FIRST
+1 CAO (+1 AF)



COLOR ADD
FE40098V/F,
1 COLOR

COLLECTION ARCHITECTURE

Fendi SU25 Women Optical | 4 NEW STYLES

NEW: FENDI SELLERIA
+2 STYLES (+1 AF)



FE50126I,
3 COLORS

FE50125I/F,
3 COLORS

ADV

FF DIAMONDS
+1 STYLE (+1 AF)



FE50124I/F,
3 COLORS

LETTERING
+1 STYLE



FE50127I,
3 COLORS

COLLECTION ARCHITECTURE

Fendi SU25 Men Sun | 5 NEW STYLES & 2 COLOR ADDS

FENDI SIGNATURE +1 STYLE & 1 CAO (+1 AF)	FENDI SPORT +1 STYLE	FENDI SKY +1 STYLE & 1 CAO	FENDI ESSENTIAL +1 STYLE (+1 AF)	FF SQUARED +1 STYLE
 <p>ADV FE40169I, 4 COLORS</p> <p>COLOR ADD FE40118I/F, 2 COLORS</p>	 <p>FE40168U, 3 COLORS</p>	 <p>FE40165U, 3 COLORS</p> <p>COLOR ADD FE40115U, 2 COLORS</p>	 <p>FE40166I/F, 3 COLORS</p>	 <p>FE40167I, 3 COLORS</p>

COLLECTION ARCHITECTURE

Fendi SU25 Men Optical | 3 NEW STYLES

FENDI ESSENTIAL
+2 STYLES (+1 AF)



FE50121I,
3 COLORS

FE50122I/F,
3 COLORS

FF SQUARED
+1 STYLE



FE50123I,
3 COLORS
ADV

CORE OFFERSUN

CORE OFFER IS FLAGGED INSIDE THE PRESENTATION : ★ CORE WORLDWIDE

WORLDWIDE

W

FENDI FIRST CRYSTAL
FE4172US
ADV



32A

W

SELLERIA
FE40173I/F



01C

W

SELLERIA
FE40174I/F



52C

M

FENDI SKY
FE40165U



32E

M

ESSENTIAL
FE40166F



01A

AMERICAS /
EMEA

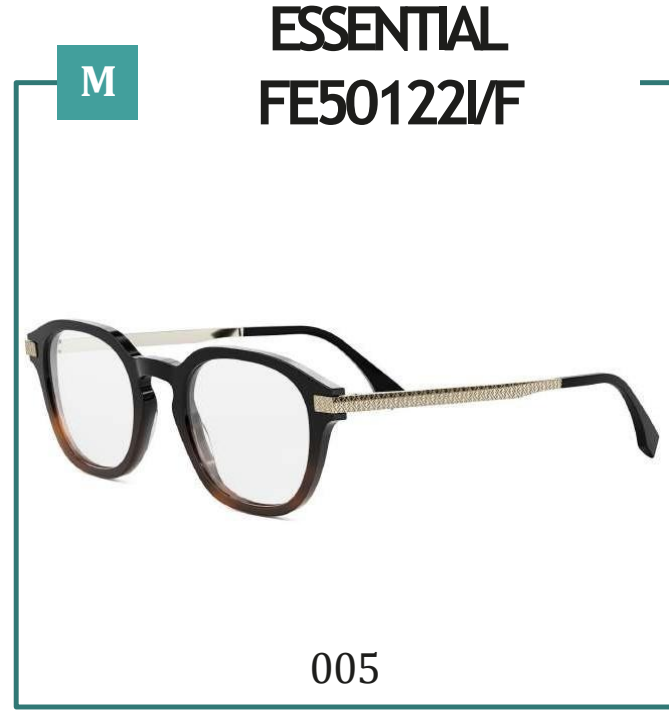
APAC /
CHINA

WORLDWIDE

W
SELLERIA
FE50125/F
ADV
001

A pair of black, square-shaped eyeglasses with a thin frame and a slight curve on the temples.

M
ESSENTIAL
FE50122/F
005

A pair of eyeglasses with a dark frame and a textured, metallic-looking temple.

AMERICAS / EMEA

M
FF SQUARED
FE50123I
ADV
001

A pair of black, square-shaped eyeglasses with a thick frame and a slight curve on the temples.

APAC/CHINA & EMEA

W
FF DIAMONDS
FE50124/F
001

A pair of black, square-shaped eyeglasses with a thick frame and a slight curve on the temples, featuring a diamond-shaped detail on the temple.

ONLY AMERICAS

W
SELLERIA
FE50126I
001

A pair of black, square-shaped eyeglasses with a thin frame and a slight curve on the temples.

W
LETTERING
FE50127I
001

A pair of black, square-shaped eyeglasses with a thick frame and a slight curve on the temples, featuring the FENDI logo on the temple.

PACKAGING

SU25

INSTITUTIONAL PACKAGING SUN STYLES



AVAILABLE WITH YELLOW, PINK OR
WHITE FENDI LOGO

+



SU25

INSTITUTIONAL PACKAGING ALL OPTICAL STYLES



AVAILABLE WITH YELLOW, PINK OR
WHITE FENDI LOGO

+



FW24

SKI MASK FE40152U



CAO

FENDI EYECAP FE40022U



SU25

SELLERIA SPECIAL PACKAGING SUN & OPTICAL STYLES

