

# Fendi Lights Up the Runway with Playful Pop Art Energy at SS26

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## Leave it to Fendi to brighten up the runway.

On Wednesday afternoon, **Fendi**—fresh off its centennial celebrations—brought Milan Fashion Week to life with a collection that combined Italian ease with a distinctly **Pop Art-inspired athleticism**. The set, designed by Marc Newton, resembled an analog-era video game, pixelated walls amplifying the vibrant mood of the clothes.

Artistic director **Silvia Venturini Fendi** set the tone with an emphasis on lightness and play. Airy fabrics floated in the breeze while vivid, unbroken blocks of color carried the collection with refreshing confidence.

### **Playful Sophistication**

Whether it was a **faux fur-trimmed track jacket**, a **hooded windbreaker tucked under a skirt suit**, or a skirt printed with eyeball-esque polka dots, the Fendi woman was presented as an unstoppable urbanite: always on the move, yet never rushed, always searching for her next delightfully covetable piece.

Floral motifs created from **negative space** and graphic, almost cartoonish patterns underscored the collection's sense of agelessness. From a '60s pastel mini dress fit for your fabulous aunt to a demure lace midi perfect for a modern teen, the collection asked: *what woman do you want to be today?* 

#### Menswear with a Twist

The exuberance carried into the **menswear** lineup as well. Suits were reimagined with whimsical flower pins in the lapels, while loose-fitting cargo trousers replaced the ever-popular cigarette fit. Yet tailoring remained razor-sharp—one **gray drawstring mock-collar tracksuit** even made the case for **bespoke gym wear** as the next frontier of luxury.

#### The Fendi Woman: Ever-Fabulous

What remains clear is Silvia Venturini Fendi's deft ability to reveal new sides of the Fendi woman each season. For **Spring/Summer 2026**, she emerges playful, energetic, and effortlessly stylish—rooted in relaxation yet unafraid of whimsy.

The result? A woman whose wardrobe is as **ridiculously fabulous** as she is.

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