

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 reimaged 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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