

Bang Chan Launches “Roman Empire” in Collaboration with Fendi

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Bang Chan, the 28-year-old member of Stray Kids, has teamed up with luxury fashion house Fendi to launch an original song titled “**Roman Empire.**”

In this campaign, the worlds of music and high fashion merge: the track, the visuals, and the setting.

The Song: Concept & Sound

In his own statement, Bang Chan explains that “Roman Empire” draws a metaphor comparing love to the grandeur. He intertwines key Fendi symbols — the Peekaboo bag, the signature “F” logo.

Musically, the song is a mix: smooth, emotional vocals layered over dreamy synths, with a powerful kick-driven rhythm. This auditory aesthetic complements the campaign’s visuals, which draw from Rome’s classical architecture and Fendi’s modern luxury sensibility.

Visuals & Setting

Bang Chan appears wearing items from Fendi’s Spring/Summer 2026 Pre-Collection, connecting the musical and fashion elements directly.

The choice of venue and clothing communicates dominance, legacy and luxury — matching the song’s metaphor of empire and timeless power.

Why It Stands Out

This collaboration is significant for several reasons:

- **Creative control:** Bang Chan isn’t just the face of the campaign — he wrote and produced the track himself, showing a deeper level of artistic involvement.
- **Cross-industry blend:** Music and high fashion seldom collaborate at this integrated level; here, the song, the brand and the visuals are tightly linked.
- **Narrative depth:** By referencing the Roman Empire and Fendi’s symbols, the campaign builds a narrative of lasting legacy — in love, in art, in fashion.

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