

## 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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