



Q&A WITH ANNA FENDI

Anna Fendi, revered for her early impact on leathers in the House of Fendi, looks back over her years as a powerful influence on Italy's fashion scene.

HOW DID YOU GET TO WHERE YOU ARE TODAY?

When I was very young, I started working in my family business, which was a mere trading company. When I made purchases of handbags, luggage and various accessories, I always fought the acceptance of the products exactly as proposed by the individual factories, but I transformed the items according to my creativity. At first, this approach faced great resistance, but later, when they saw the results, my changes were accepted. In this way, I could have a very unique product of my own.

Today, still feeling close to Fendi, I have completely changed my life, focusing my creativity into a hotel industry project that absorbs all my time, but that I face with great enthusiasm and energy.

AT WHAT AGE DID YOU FIRST BECOME AWARE OF FASHION?

When I started playing with dolls.

WHAT DO YOU LOVE ABOUT YOUR JOB?

The results.

HOW DID YOU FIND YOUR TALENT FOR DESIGN?

By drawing inspiration from the great architects. Architecture is indeed what I love most, along with the taste and pleasure of utilizing materials.

HOW DID YOUR FAMILY RAISE YOU TO JOIN THE FAMILY BUSINESS?

They raised us with great severity, a sense of duty, responsibility and respect towards our employees.

WHAT IS YOUR SPECIFIC SKILLSET AND TALENT?

I call myself a fashion artisan, with a sixth sense for entrepreneurship.

WHAT HAS BEEN THE MOST REMARKABLE MOMENT IN YOUR CAREER AT FENDI?

In 1976, when attending a party one evening at the Guggenheim Museum in New York, I unexpectedly found a group of photographers who attested to the fame achieved by the Fendi brand in the United States. It was a great thrill... I admit, to some surprise.

WHAT ADVICE WOULD YOU GIVE YOUNG WOMEN ABOUT THE FASHION BUSINESS?

Working in the fashion industry is hard because the times are very tight, so I recommend a lot of effort and dedication.

WHAT IS BALANCE TO YOU?

Balance is the standard to achieve and maintain success.

WHAT IS IT LIKE TO SEE YOUR DAUGHTER'S AND GRAND-DAUGHTER'S GENERATIONS FIND THEIR TALENT IN THE BUSINESS?

It's always a great thrill for me to discover talented young people, because their talent encourages innovation, which bodes well for the future.

HOW DO YOU DEFINE SUCCESS?

Success is being able to express creativity and talent in full freedom of mind.

WHAT ARE THE MOST IMPORTANT LESSONS YOU'VE LEARNED?

The most important lesson is the value of work.

Anna Fendi Co-Chaired the annual International Women's Forum conference in Rome, Italy this past May.