

# HISTOIRE DE BAGUETTE

## TEXT ON PAGE 112



#### HISTOIRE DE BAGUETTE

TEXT CAROLINA BENJUMEA

THE ONLY THING BETTER THAN HAVING A FENDI BAGUETTE BAG IS HAVING AN ACTUAL FENDI BAGUETTE-SHAPED BAG.

/

012

۲

۲

J

۲

\_

۲

J

At the Fendi Men's Fall/Winter 2023/24 show in Milan, the iconic Baguette bag was given a literal twist. Male models walked down the runway with bags that resembled the beloved French bread, bringing a playful and glamorous element to the show, proving that nothing is as stylish as a fresh French baguette taken out of the oven.

Initially created in 1997 by Silvia Venturini, who was then Creative Director of accessories and granddaughter of the House founders, the Baguette bag is an homage to Parisian girls

who stylishly walk around the streets of Paris with a loaf of French bread under their arms. Venturini wanted to capture the essence of this elegant and simple image with an iconic bag that would simulate the same gesture while carried around the shoulders. The accessory slowly gained popularity among the fashionistas of the time, but it wasn't until Carrie Bradshaw was mugged that it truly gained the status of iconic. While held at gunpoint and robbed, she pronounces her infamous line: «It's not a bag. It's a Baguette». quickly entering into pop culture history.

The bag's small size and sleek design were perfect for carrying the essentials while still looking stylish and put-together, becoming one of the most sought-after accessories of the late '90s and early

2000s. Fendi's willingness to experiment has been seen in the reinterpretation of the bag over the years in various colors, materials and embellishments, but its timeless design has remained a favorite among fashion enthusiasts. The original bag has succeeded in passing the test of time, with its value and interest only increasing among younger generations and collectors alike.

Now, 25 years old, the bag is still a staple and a must-have in fashionistas' wardrobes. As claimed by Silvia Venturini Fendi: «The Baguette is like a best friend that never leaves your side», demonstrating its versatility and growing appeal after all these years. Its countless versions, all of which embody the DNA of the Italian label, have witnessed the many changes of women in society and have adapted to the times and needs. Originally designed for ladies, the bag is now exposed alongside the menswear collection, not only breaking the codes of masculinity but also proving its malleable and adaptable nature.

However, the most original version so far is the actual Baguette bag seen during the Men's Fall/Winter 2023/24 fashion show. The design-

er took the reinterpretation of the bag to a new level with an irreverent and playful twist. The result was a shearling Baguette bag in a French bread loaf shape, and in a golden-brown color, with classic cuts on its surface that mimic those made by bakers during the bread-making process, becoming the most innovative and fashion-forward accessory of the season and setting high creative standards.

The show was characterized by cozy, sexy, and cool pieces, along with playfulness and glamour, which portray a new way to see ele-



striking but also by representing Fendi's dedication to creativity, imagination and heritage, which embodies the essence of truly exceptional goods. Its smart storytelling is rooted in the brand's codes, while exceptional craftsmanship and the highest quality materials used in the bag's construction, testify Fendi's commitment to quality and design.

The Fendi Baguette-shaped bag is a playful yet sophisticated blend of sartorial elements that epitomizes the brand's innovation, creativity, vision and risk-taking approach. As an investment piece, it is poised to stand the test of time and become a pop culture accessory and a beloved piece among fashion enthusiasts.

### «THE BAGUETTE IS LIKE A BEST FRIEND THAT NEVER LEAVES YOUR SIDE.»

#### SILVIA VENTURINI FENDI

gance. Among trompe l'oeil clothes, cashmere, languid knits, blanket coats, ponchos and double-breasted overcoats, the baguette bag emerged as the brand's next "it" piece, standing out from the collection with its unique shape and design and creating a moment engraved in fashion enthusiasts' books.

Showcased on the runway in a variety of ways: nestled in totes, secured by the clasps of the iconic Baguette bag, as a cross-body umbrella holder, as an elongated shaped clutch with a zip closure, or simply under the arm as on the streets of Paris, it proves to be a practical and useful accessory that responds to new generations' needs of uniqueness, originality, and tasteful humor.

This quirky version embodies the new codes of luxury and elegance, not only by being visually