

The people. The point of view.



THE BEGINNING

Adele Casagrande Fendi & Edoardo Fendi

Adele Casagrande and Edoardo Fendi opened their Rome fur and leather-goods workshop in 1925. Karl Lagerfeld joined in 1965 and created the FF / Fun Fur logo, which became one of the house's defining graphic codes. Fendi's bag history includes Selleria craft and later icons such as the Baguette, so authentication must account for model and era. Useful anchors include 1925 founding, 1965 Lagerfeld/FF identity and later bag eras. Fendi's current Selleria program includes a distinctive sterling tag with a unique serial number and 1925 engraving on Selleria icons; that modern feature should not be expected on every Fendi bag.

FOUNDED

1925

ORIGIN

Rome, Italy

WHY THE DETAILS MATTER

Fendi products can carry style and production references, while specific programs/categories may carry additional identifiers. Do not generalize one bag code format across the entire century-long catalog. Match the number, tag construction and model to its documented era. Before 'decoding' anything, identify what kind of identifier it is: RN/business ID, style/article number, size code, supplier/production reference, serial, date mark, season code, inventory barcode, RFID/NFC or digital passport. Different identifier types answer different questions and are not interchangeable. Read the Fendi care label literally before trying to date it.

Research and catalog observations are distinct. See the linked sources in this guide. Dates describe the cited records; a last recorded year does not establish a line closure.

An independent educational guide by Sui Generis. Unaffiliated with the featured designer; these references cannot establish an individual item’s authenticity.

Names, lines & relationships

Fendi Parent House / Mainline Women's and men's fashion, leather goods, accessories, shoes and jewelry.	1925
Fendi Couture Couture program / runway category Fendi couture collections; not a lower-tier diffusion label.	
Fendi Kids Children's category / line Children's apparel, shoes and accessories.	
Fendi Casa Home & interiors category Furniture, home objects and interiors.	

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A story in chapters

1925

Fendi

House origins · Adele Casagrande Fendi & Edoardo Fendi

COLLECTION CONTEXT

Adele Casagrande and Edoardo Fendi opened their Rome fur and leather-goods workshop in 1925. Karl Lagerfeld joined in 1965 and created the FF / Fun Fur logo, which became one of the house's defining graphic codes. Fendi's bag history includes Selleria craft and later icons such as the Baguette, so authentication must account for model and era. Useful anchors include 1925 founding, 1965 Lagerfeld/FF identity and later bag eras. Fendi's current Selleria program includes a distinctive sterling tag with a unique serial number and 1925 engraving on Selleria icons; that modern feature should not be expected on every Fendi bag. For Fall/Winter 2026–27, Maria Grazia Chiuri’s first collection for the House reworked the Colibrì, which debuted for Spring/Summer 2018, into the distinct Very Colibrì family. Preserve this creative-director and lineage marker in dating.

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04 / A WORKED EXAMPLE FROM OUR CATALOG

Read the label. Find the details.



THE COMPLETE ITEM

FENDI 44 Regular Glenplaid Two Button Grey Wool 33 28 Suit

Marked size = the item’s original label. As a US company, Sui Generis lists a US size comparison; use the relevant brand/category chart and actual measurements to check fit.

THE LABEL / MARKING DETAIL



01 / WHAT YOU CAN READ

FENDI · MADE IN ITALY

02 / HOW TO USE IT

The inside label gives a clear house name and manufacturing statement. Save both the close-up and its position in the garment for comparison.

03 / WHAT TO CHECK NEXT

The main label does not show composition or a collection date. Request the care label and any product-reference tag to continue the research.

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SOURCES / SEPTEMBER 2026 EDITION

Research & image credits

Based on the existing Sui Generis guide research and credited references. Catalog photographs are Sui Generis images. Brand names identify the subject; this guide is independent and unaffiliated. Share complete sheets with their credits and a link to the guide.

- <https://www.fendi.com/us-en/cm/inside-fendi/icons/fendi-selleria>
- <https://www.fendi.com/us-en/cm/inside-fendi/icons/fur-atelier>
- <https://www.fashionphile.com/blogs/academy/authenticate-a-fendi-baguettes>
- <https://www.fendi.com/>
- <https://www.vogue.com/fashion-shows/designer/fendi>
- <https://suigenerisconsignment.com/products/fendi-44-regular-glenplaid-two-button-grey-wool-33-28-suit>

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SIZING / HOW TO READ OUR CATALOG

Marked size & your US size

The marked size is the size printed on the item's original label. Sui Generis is a US company, so our catalog uses a US size comparison to help our customers shop. A US listing size may therefore differ from the number on the designer's tag; it does not change the item's original marked size.

READ THE SIZING SYSTEM

FR or F means French; IT, I or ITA means Italian; JP means Japanese; UK or GB means British; US or USA means United States. D or DE means German. EU (or UE on some labels) denotes a European size where the relevant brand and category chart uses it. French and Italian clothing numbers are not interchangeable, and a manufacturing country does not identify a sizing system.

JAPANESE & BRAND NUMBERED SIZES

Some Japanese designers use their own numbered sizes, such as 1, 2 or 3. These are brand sizes, not automatically US sizes or a universal Japanese conversion. Use the chart for the specific brand, line and item.

MATCH THE CATEGORY. CHECK THE MEASUREMENTS.

When a tag prints several national sizes, retain the brand's own size table instead of substituting a generic conversion. Women's clothing, men's tailoring and footwear need different charts. Letter sizes, denim and accessories also need their own fit information. Compare the original marking, the relevant chart and actual measurements. Vintage fit, alterations and cut can change the fit; a US comparison is a guide, not a guarantee.

If the sizing system or original marking cannot be confirmed from the available photograph, we say so rather than assigning a country or inventing a conversion.

REFERENCE READING

Nordstrom: designer clothing conversion reference

Maison Margiela: category-specific size guide

Yohji Yamamoto: measuring garments

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