

COMMERCE

Fendi creates wearable technology with Beats by Dr. Dre collaboration

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Fendi Beats by Dr. Dre headphones

By STAFF REPORTS

Italian fashion label Fendi has developed a line of headphones with Beats by Dr. Dre, which were revealed at the label's spring/summer 2015 menswear show.

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The headphones, which are covered in the brand's Selleria leather used for its handbags and hand-stitched by Fendi artisans, are intended for both male and female consumers. Since headphones are a personal statement, consumers loyal to the brand will likely appreciate being able to show off their aesthetic through these devices.

Function meets fashion

The headphones appeared in the styling of at least eight looks that came down the runway on June 23. Models wore them around their necks or draped onto the handle of one of the brand's bags.



Model backstage at Fendi show

Styles shown on the runway were in red, bright blue, navy, white and black, but the full collection includes more colors, such as yellow and green. All of the headphones include the Fendi double-F logo engraved near the ear pieces and the Fendi Roma logo embossed on the top of the headband.

Fendi introduced its social media audience to the headphones with a series of posts showing both models and famous fashion faces sporting the devices. Anna Dello Russo, Vogue Japan editor-at-large, was shown pairing the label's white headphones with white sunglasses, showing how a woman might style them.



Fendi @Fendi · 21m

Into the #Fendi groove. @annadellorusso tries the #Fendi & @beatsbydre headphones at the Men's #SS15 Runway
Show pic.twitter.com/jOt4dCd7I9

Tweet from Fendi

Fendi also posted directly about the collaboration on Facebook and Twitter, telling consumers that it will “satisfy the most sophisticated men and women.”

The complete collection will launch at the end of the year.

Luxury brands have shown that headphones go beyond functionality into fashion.

In anticipation of the FIFA World Cup, Danish audio and video company Bang & Olufsen looked to introduce its B&O Play headphone series to a new audience through a globally-distributed capsule collection.

The “Live for Now” capsule collection is in collaboration with a series of artists, retail partners and Pepsi, an unlikely partner for the high-end consumer electronics brand. Bang & Olufsen acknowledged the uncommon partnership by linking its own codes to the “capturing the excitement of the moment” ideology of Pepsi’s Live for Now campaign ([see story](#)).

Fendi said in a brand statement this partnership reflects both brands' "innovation, creativity, experimentation and obsession for quality."