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Fendi fetes Hong Kong store opening with artist windows

August 26, 2014



Window display at Fendi Landmark, Hong Kong store

By STAFF REPORTS

Italian fashion house Fendi is launching a paper plane-themed window display in its stores worldwide.

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The “Paper Plane Invasion,” created by Italian artists Blue and Joy, were unveiled first at the brand’s new boutique in Landmark, Hong Kong. To drive foot traffic to new locations, Fendi often partners with creatives to draw attention.

Taking flight

Fendi first introduced its window display to consumers with a YouTube video detailing how the individual planes were crafted.

In the one-minute video, pieces of metal are cut, sanded and bent by hand to give it a crinkled, papery look. In between the sequential steps, the film shows the completed planes to show what the process would result in.



Video still from Fendi

After being shaped, each plane is then spray painted a bright color. Once they are completed, they look like paper, but the audience knows they are not.

At the end of the video, the camera gets close-ups of the completed planes.

Embedded Video: [//www.youtube.com/embed/hzwEELSUXno](https://www.youtube.com/embed/hzwEELSUXno)

The Fendi Paper Planes making of

On Facebook, Twitter and Instagram, Fendi is giving its followers a sneak peek of the window displays. Through shots taken in the workshop as the planes were made to close-ups of the windows themselves, Fendi is building interest before the planes arrive globally.



Tweet from Fendi

The next stop for the display is Tokyo.

Fendi also added art appeal to its Munich store opening with a Baguette designed by Japanese painter Hiroshi Senju.

Mr. Senju is known for his large paintings of waterfalls, which tied into Fendi's exhibition in Munich featuring photos of fountains in Rome taken by creative director Karl Lagerfeld. Having an exclusive art piece or item for a store opening helps a brand attract foot traffic, as consumers visit to see the one-of-a-kind work ([see story](#)).

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