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Fendi shows wild side for Furiosa fragrance release

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Fendi Furiosa campaign

By STAFF REPORTS

Italian fashion house Fendi is generating buzz for its latest fragrance Furiosa through a new social video and a behind-the-scenes look at the campaign.

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The fragrance, set to launch in September, is described as “the essence of wild femininity.” To capture this essence, rather than tell a straightforward narrative, Fendi created a video that shows a woman, model Kasia Smutniak, who has a “wild” touch.

Walk on the wild side

To share the fragrance with enthusiasts, Fendi included campaign imagery on its social media feed. The image of Ms. Smutniak is accompanied by a link to the campaign’s behind-the-scenes video.

When the link is followed, the campaign video automatically plays instead of the behind-the-scenes footage, which is found elsewhere on Fendi's Web site. The social video, which will also be used as a television spot, begins with Ms. Smutniak walking slowly up the circular staircase of a domed room.

As she walks, she slowly runs her hand along the bannister which turns a golden, scale

like pattern that resembles crocodile hide. Dressed in a navy satin gown and black cape jacket, Ms. Smutniak continues to walk through doorways until she is in a large sitting room.



Fendi Furiosa video still

When she touches the couch the gold crocodile pattern appears as well as when she passes by a large window. Near the video's end, she opens a pair of French doors to reveal a bright golden light before walking to a balcony edge and looking out.

Fendi's video can be seen [here](#).

The pattern seen in the video is also incorporated into Furiosa's bottle, designed by jewelry designer and fourth generation Fendi family member, Delfina Delettrez. The fragrance, developed by Francois Demachy, includes notes of Calabrian bergamot, wallflower and amber.



Fendi Furiosa bottle

Fendi has placed character traits on its fragrances in the past.

For example, Fendi promoted its new men's fragrance Fan di Fendi Pour Homme Assoluto by drawing parallels between the scent's notes and the quintessential male who shops its designs.

Similar to styled beauty looks for female consumers, a fragrance can contribute to a branded image for a male consumer. By aligning a fragrance's profile with the ideal characteristics of the target Fendi male, the brand makes the product more relatable ([see story](#)).

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