

INTERNET

Fendi presents behind-the-scenes video to increase relatability

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Fendi bag bug

By NANCY BUCKLEY

Italian fashion brand Fendi is going behind-the-scenes of its fall/winter fashion 2014 show with a new social video.

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Luxury Daily

The video "Pure! Brutal! Glamour!" shows the models, stylists and designers that put the show together and the steps taken to send a completed collection down the runway. The intimacy of this behind-the-scenes video will likely spark interest by presenting the brand's designers and models as relatable to consumers.

"This video feels more substantial than typical videos used as social content," said Amanda Rue, senior strategist at [Carrot Creative](#), New York.

"The documentary-style film provides an in-depth look into the production, design, and level of dedication required to create a high-fashion show featuring Fendi and Karl Lagerfeld," she said. "This gives access to the viewer and the documentary approach feels intimate without being intrusive.

"The video itself is a bit long for the typical online audience, so it is likely that this film will not attract many views without a significant paid media spend. Most audiences will

not invest more than 2-3 minutes on a video and this just over 14 minutes. It is likely that Fendi is aiming to align this strategically with New York Fashion Week, and attract those who are already interested in high-fashion."

Ms. Rue is not affiliated with Fendi, but agreed to comment as an industry expert.

Fendi was unable to respond by press deadline.

A look inside

The video begins with Karl Lagerfeld entering the location for the Fendi catwalk, fittings and makeup. The catwalk is the longest in Europe.

Fittings are the first step to the completion of the show. These happen in front of a table of designers, including Mr. Lagerfeld who encourages the evolution of the brand and does not want Fendi to be stuck in the past.

Viewers see the garments being adjusted to the models and meet the models, stylists and designers in the process.

One of the models that is interviewed is in her first season and in Milan for the first time, she is 16, almost too young to fully comprehend the moment.



YouTube video

Several stylists and designers bring viewers through the collection.

Viewers then learn that two models missing from the preparation stages. First Georgia May Jagger arrives and then Cara Delevingne comes for her fittings.

Ms. Delevingne and Ms. Jagger are seen rehearsing and playing around on the catwalk with stylists.

Finally it is the day of the show and the final preparations are being made. Hair and make-up as well as final alterations are completed.

Three drones film the fashion show as the audience looks on. The drones are present for the rehearsal and models are seen playing with the flying cameras.

The media arrives to the event and guests take their seats. Finally, the show begins.

At the completion of the show Ms. Delevingne leads Mr. Lagerfeld on stage with a Karlito

bag bug.

The video finishes with interviews with select guests.

Embedded Video: [//www.youtube.com/embed/1kHqINt6Gwg](http://www.youtube.com/embed/1kHqINt6Gwg)

Fendi behind-the-scenes video

Loic Prigent was the filmmaker of this behind-the-scenes video.

Last year, the brand did a similar film.

Fendi filmed a 15-minute documentary to give consumers a thorough look at the inner workings of the company.

The film, which went live exclusively on Fendi.com Feb. 5, follows the creative and executive team as they prepared for Fendi Day last fall, which consisted of their spring 2014 fashion show, a boutique opening and the unveiling of an exhibition. By releasing the full version of the video on its Web site, Fendi was able to increase traffic to its newly redesigned Fendi Life microsite, and encourage a deeper understanding of the brand ([see story](#)).

Behind the brand

Behind-the-scenes videos give present brands as more down-to-earth and let consumers have greater insight to the brand's work.

Italian label Valentino took its Facebook fans behind the scenes of its haute couture fall/winter collection through a video that showed close-up shots of the products' details.

The "Welcome to the Secret World of Couture" video was available on the brand's Web site and showed the models preparing for the fashion show and the details in the apparel. Promoting a behind-the-scenes video allowed brand enthusiasts to feel even more connected with a brand ([see story](#)).

Also, French footwear maker Berluti showed its more playful side with a behind-the-scenes video for its latest advertising campaign that was filmed in a swimming pool.

The video showed artist and brand ambassador Maurizio Cattelan jumping into the pool in his suit. By filming the making of the ad with its quirky brand ambassador, Berluti was able to further communicate its brand image as a "house with character," ([see story](#)).

The videos give consumers a glimpse into the brand and the work that is behind each campaign.

"For those that do take the time to watch the film, it is likely that they will share a deeper appreciation for the brand," Ms. Rue said.

"The narrative takes the viewer through the entire production process from fittings and alterations to design aesthetic and media reviews," she said. "It demonstrates Fendi's dedication to high-fashion in a way that is authentic, dramatic and moving."

Final Take

Nancy Buckley, editorial assistant, Luxury Daily, New York

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