

INTERNET

Fendi QuTweet capsule flies consumers to the tropics

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Promotional image for Fendi QuTweet collection

By SARAH JONES

Italian fashion label Fendi is bringing its QuTweet capsule collection to life with a tropical bird-themed social video.

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Luxury Daily

In the film, origami birds interact with the pieces in the collection, including handbags, wallets and Bag Bugs. Intended for holiday gifting purchases, the marketing around QuTweet will help consumers look forward to spring months and warmer weather.

"The video is communicating the brand's youth and re-emphasizing its cultural relevance," said Romey Louangvilay, chief curator & director of digital marketing at [Curate Directive](#), New York.

"Fendi is already an iconic luxury brand," he said. "There is no denying that, but as its core consumers continue to age, brands need to communicate to the growing consumer set – in this case, millennials.

"Millennials will be the dominant consumer group and engaging them now while they're still discovering themselves is important."

Mr. Louangvilay is not affiliated with Fendi, but agreed to comment as an industry expert.

Fendi was unable to comment directly before press deadline.

Tweet chic

Fendi's video went live on its Web site Nov. 26. It was released on its FendiLife microsite, shared via a link on social media.



Facebook post from Fendi

At the beginning of the film, the camera pans down from a power line, where a number of bird Bag Bugs sit, to the ground, where a group of QuTweet handbags sit, along with wrapped gifts.

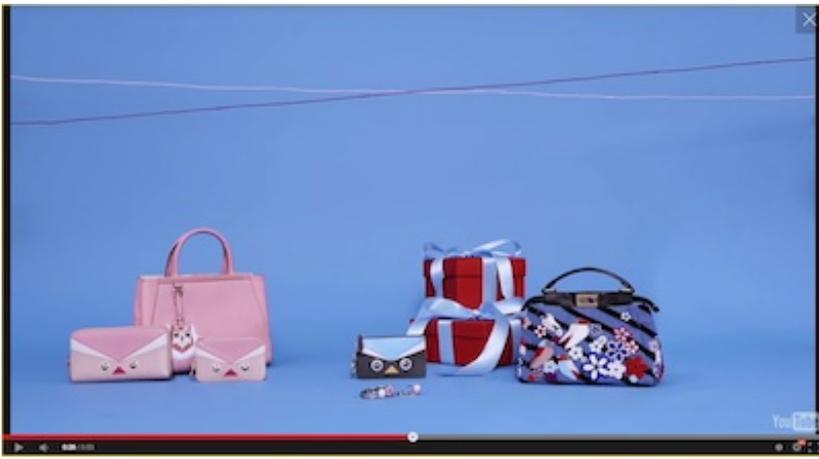
Origami birds fly out of one of the handbags, and two grab a piece of string between them and lift it up off the ground.



Video still from Fendi QuTweet

A single bird takes off with one of the presents, struggling to hold the bow in its beak. The ribbon unties, and the box opens, revealing a bangle bracelet and rings.

The wallets, which have bird-like faces, spring to life, popping out from behind handbags and bouncing along the ground. One of them eyes the jewelry that now sits on the ground, and sucks it up.



Video still from Fendi QuTweet

As nighttime falls, the birds gather on the power line, including the two holding the handbag by a string. The weight of all of the birds and bags is too much for the wire, and it breaks, sending all of the animals and accessories falling to the ground.



Video still from Fendi's QuTweet

The birds land back in the handbags, where they began.

An end vignette shows the wallet revealing his jewelry selection to his bird love, as hearts appear around her.

Embedded Video: [//www.youtube.com/embed/7SwnhuT-Kk](https://www.youtube.com/embed/7SwnhuT-Kk)

Fendi QuTweet collection

After viewing, consumers can exit out of the video to browse the collection. Fendi does not have its own ecommerce, but it does list prices on its Web site and give full product information for interested consumers.

QuTweet is also featured prominently in Fendi's boutique windows around the world, with birds shown busting out of gigantic ornaments, much like an egg. Some wear little Santa hats.



QuTweet window display at Fendi's London store

In addition to the video, Fendi reached out to Twitter, using a promoted post to let consumers know that it would act as their personal shopper. From Dec. 1-12, consumers can tweet using the hashtag #FendiQuTweet to get gift ideas.



Fendi 
@Fendi

Let #Fendi be your personal #holiday shopper. Tweet using #FendiQuTweet for #gift ideas from Dec. 1st to 12th pic.twitter.com/oXZHQOZAoH

 Promoted by Fendi

11/25/14, 12:15 PM



Tweet from Fendi

"Fendi is definitely targeting a younger consumer set with this video," Mr. Louangvilay said. "It's whimsical and appeals to a younger woman who's social media savvy and

fashionable.

"Especially with the use of 'Tweet' in the collection's name, women who use Twitter, and social media in general, are going to be likely targets."

Holiday wishlist

The original Bag Bugs collection launched last year around the holidays, with the collection similarly featured in Fendi's holiday campaign.

Fendi promoted the release of its much anticipated Bag Bugs collection with a whimsical video featuring the furry purse accessories personified to appeal to a more entry-level audience for the holiday shopping season.

The Bag Bugs, which are peculiar monster-like creatures, lend themselves well to this film, which plays off of their personalities to show them endearingly and present them as both an amusement and a fashionable accessory. The film differs from most other luxury film in that it focuses on quirk rather than quality and craftsmanship, which is an appropriate strategy to target an entry level audience who might be able to afford a Bag Bug because of its lower price point than a Fendi handbag ([see story](#)).

Special holiday collections allow brands to focus their seasonal marketing.

French atelier Christian Dior is introducing a holiday collection that focuses on the accents of gold on certain branded beauty products.

"Winter's Gold" is a beauty collection that reveals the bold colors of runway shows, such as reds, pinks and browns. The promotion of this collection will likely grasp consumers' attention because of the multi-platform presentation that includes DiorMag, social media, content on the Dior beauty section of the brand's Web site and with a social video ([see story](#)).

For Fendi, this playful video will likely appeal to their audience, leading to both gifting and self-gifting.

"Fendi has an established fan base and they will respond positively to the video," Mr. Louangvilay said. "In terms of new consumers, it speaks to what they perceive is relevant.

"The video is cute and whimsical so it will inspire purchases," he said. "It's good that the video is released now to allow the brand awareness to resonate before the busy shopping season begins."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/Zpm6wUnG2OU](https://www.youtube.com/embed/Zpm6wUnG2OU)