

INTERNET

Vogue demonstrates social outreach capabilities via Fendi It Bag 2015 selection

February 6, 2015



Fendi's Micro Peekaboo handbag

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Italian fashion brand Fendi's Micro Peekaboo handbag was selected as the It Bag of 2015 by Vogue magazine after a social vote.

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Fendi shared with its social media followers that Vogue readers selected the Micro Peekaboo out of 10 candidates. Being selected the winner of a contest that draws on the opinions of tastemakers such as Vogue readers will likely help Fendi drive additional interest in this and others of its handbags.

In the bag

Vogue magazine encouraged readers to vote on their favorite bag of the season on the publication's mobile-optimized site. Beginning Jan. 26, readers could select their favorite bag out of ten options, with the one with the most votes being nominated as the official Vogue It Bag of the year.

The publication described the It Bag as one of the most important accessories that announces to the world that the wearer is fashion-savvy and desirable ([see story](#)).

Fendi thanked its enthusiasts and those who voted on social media. The note of gratitude included a link to Vogue's Web site where more information is housed.



Fendi's announcement on Facebook

On the site, Vogue included runway footage of Fendi's spring/summer 2015 presentation that highlighted the Micro Peekaboo handbag. Also, Vogue included a link to Fendi's homepage where the winning handbag can be purchased for \$1,550.

Vogue shared that tens of thousands of readers participated, from coast to coast as well as "absentees from six continents" to show the publication's reach and awareness abilities it can raise for products. To serve as a recap, a breakdown of finalists was included.

Second place was awarded to Spanish leathers good maker Loewe's Puzzle bag, while the Diorama handbag by France's Christian Dior took third.

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