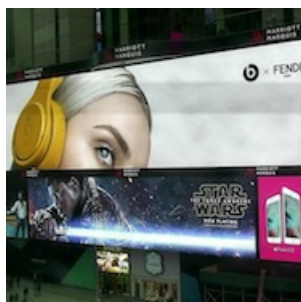


OUT OF HOME

Fendi takes Broadway billboard placement to tout headphones

December 22, 2015



Fendi & Beats by Dre billboard in Times Square

By STAFF REPORTS

Italian fashion label Fendi is taking over New York's Times Square with a billboard promoting its collaboration with Beats by Dr. Dre.

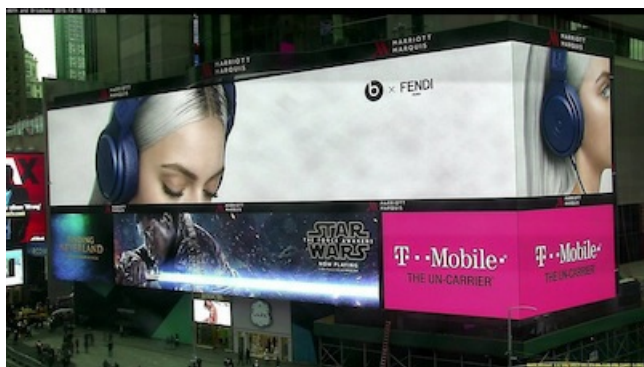
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The takeover began on Dec. 22 and will be continued through the end of January, using the largest advertising billboard in the world as a platform. According to the Times Square Alliance, more than 460,000 pedestrians walk through Time Square per day, making the tourist destination ideal for brand awareness and product visibility.

On Broadway

Fendi's Times Square billboard features its Beats by Dre headphone collaboration worn by it-model Pyper America Smith. Placed on the facade of the Marriott Marquis hotel, the billboard faces Broadway just north of the street's intersection with Seventh Avenue and wraps around the building's corner.

On the billboard, Ms. Smith is shown wearing three different color options. The billboard will cycle through images of Ms. Smith wearing the headphones in sunflower yellow, fire red and electric blue.



Beats x Fendi billboard in electric blue

The billboard includes the logos of both Beats by Dre, an Apple-owned consumer electronics brand, and the Italian fashion house. The headphones are engraved with Fendi's "FF" logo on the side of the earpieces while the "Fendi Roma" logo is seen on the top headband portion.

For the headphones, Fendi used Cuoio Romano leather and a matte metal to create a "sophisticated ton sur ton ensemble." Each pair of leather headphones were hand stitched by an artisan at the Fendi atelier.



Beats x Fendi billboard in fire red

The collaboration between the consumer electronics maker and fashion house expresses the common values shared between the two brands: innovation, creativity, craftsmanship and obsession for quality.

Beats x Fendi were first debuted in 2014 during the label's spring/summer 2015 menswear show.

The headphones, which are covered in the brand's Selleria leather used for its handbags and hand-stitched by Fendi artisans, are intended for both male and female consumers. Since headphones are a personal statement, consumers loyal to the brand will likely appreciate being able to show off their aesthetic through these devices ([see story](#)).

Consumers can purchase the headphones on Beats by Dre and Fendi's Web sites and third party retailers such as Neiman Marcus for \$1,200.

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