

COMMERCE

Fendi ups customization via handbag add-on

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Fendi Strap You handbag accessory

By STAFF REPORTS

Italy's Fendi has drawn inspiration from the timepiece industry by allowing the consumer to personalize the strap of her handbag.

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Handbags are commonly referred to as the most personal aspect of a woman's wardrobe, as a style can work to define her personality traits while also echoing a statement. The Fendi Strap You can be fixed to a number of the label's iconic handbag styles such, furthering a woman's ability to make a personal statement with her bag of choice, from the shape to the handle.

Strapped in

To promote the Fendi Strap You, the brand created a short video showing the choices of straps a consumer can pick from. The video shows models selecting straps with leather braiding, pop-out flowers, colored python, studs and standard colors.

The video also shows how easily the Fendi Strap You straps can be affixed to the handbags, as shown by the featured models. The straps can be attached to Fendi's Peekaboo, By the way, 3Jours, Dotcom and Lei Selleria styles.

Fendi Strap You

Fendi's concept for the alternative strap choices is similar to those of fine watchmakers that often offer leather or metal strap choices for consumers. As with handbags, this allows for a level of customization a standard purchase would not be able to achieve, making the product more personalized and reflective of its owner.

To help consumers select a Fendi Strap Up, the brand has created a matchmaker housed on its Web site.

Consumers are asked to select a bag style from a menu bar set to the left of the page. A large circle in the center includes a slide bar that traverse the sphere to uncover the different Fendi Strap You options. Text on the right offers a description of the featured strap style.

The interchangeable leather shoulder straps range in price from \$500 to \$800, depending on style.

Fendi's introduction of the Bag Bugs, a collection of furry monster-like handbag charms, also worked to personalize its offerings to consumers looking to express themselves ([see story](#)).

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