

MULTICHANNEL

Fendi invites "celebrity guests" to document runway show

February 25, 2016



Fendirumi

By STAFF REPORTS

Italian fashion label Fendi has created new brand faces in the form of mascots with big personalities.

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Inspired by the Japanese kigurumi, or costumed characters, the Fendirumi made their first public appearance in Tokyo at the brand's Ginza pop-up store opening event in November. The Fendirumi duo is now on a new adventure as they attend Fendi's runway show in Milan, a trip being documented by the ambassadors on Snapchat.

Famous faces

Fendi created two Fendirumi, each standing over 6 feet tall. The pink Piro-chan was inspired by Fendi's Qutweet charm, with yellow eyes and a tiny silver beak. Bug-kun more closely resembles the Bag Bugs, with a yellow Mohawk and the Fendi double F logo on his chest in yellow fur.

The Fendirumi "took over" Fendi's Snapchat leading up to its runway show. The pair took a selfie, gave interviews and captured the details of the clothes as they were backstage.



Screenshot from the Fendirumi Snapchat takeover

Speaking to the camera, Nina Garcia complimented the duo, telling them they looked "nice and fluffy," while sunglasses designer Thierry Lasry told the Fendirumi he loves them.

During the runway show, the Fendirumi added funny interjections, such as captioning a photo "Hope we fit into the shoes!"

On Feb. 26 at 2 p.m., consumers can meet the Fendirumi and take a selfie with the newly minted celebs at Fendi's Montenapoleone boutique in Milan.

The [#Fendirumi](#) posing with Creative Director [#KarlLagerfeld](#) after the [#FendiFW16](#) runway show at [#mfw. pic.twitter.com/vFs5ozwYKr](#)

Fendi (@Fendi) [February 25, 2016](#)

Consumers can take home their own Fendirumi with furry bag charms. Made of mink, 80 of the \$1,500 purse accessories are available for purchase for a limited time on Fendi's ecommerce site. They will become available in boutiques starting in July.

Other brands have created mascots to engage consumers in a lighthearted manner.

During its 150th anniversary celebration, department store chain Printemps introduced Rose, a colorful mascot created specially for the event by Japanese artist Hiroshi Yoshii. The artist was inspired by the women wearing flowers on their heads within the store and its windows to usher in spring.

In addition to being a face of the campaign, Rose walked around the store to take selfies with customers ([see story](#)).

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