

INTERNET

## Fendi invites consumers to find eyewear match through multisensory exploration

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*Batrice Martin for Fendi Eyeshine*

By STAFF REPORTS

Italian fashion label Fendi is asking consumers to listen with their eyes to discover its latest eyewear collection.

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To promote its Eyeshine sunglasses, Fendi is teaming with French-Canadian singer-songwriter Batrice Martin, stage name Couer de Pirate, on an audio visual exploration of the metallic styles. Through this effort, Fendi engages more than consumers' sight to help them make a selection.

### Mood match

Before Fendi released its campaign, it invited Ms. Martin to take over its Snapchat account, giving followers an inside look at her life on tour.

A few days later, Fendi released a campaign film featuring Ms. Martin that reflects the format of a music video. As a solar object rises behind her, the musician removes her hood and begins to sing.

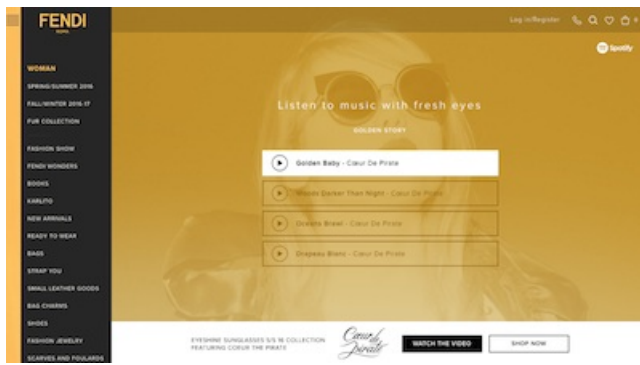
The video continues to play light against dark, as the singer is shown seemingly controlling a dark fiery orb. In one scene, she appears out of a crowd of hooded heads, turning around in her own cloak.

Mirroring the shiny surface of her shades, she applies gold paint to her cheeks and nose.

### *Fendi Eyeshine with Coeur de Pirate*

On Fendi's ecommerce site, consumers are invited to "listen to music with fresh eyes," as they first pick a track from Couer de Pirate that best reflects their mood.

For instance, picking the song "Golden Baby" will bring up a Spotify playlist that includes pieces such as Tyga's "Hard for You," "Yellow Submarine" from The Beatles and "Lemon Tree" by Fool's Garden. Once they have listened to the playlist, consumers can click to discover their Eyeshine, which brings up product information and the opportunity to shop online.



*Screenshot of Fendi Eyeshine page*

This page also discusses the character traits that match the particular style.

As marketers look to effectively appeal to consumers, a strategy that takes all five senses into consideration is the best approach, according to a new report by Shullman Research Center.

Sight may be the most important sense, ranked highest by 84 percent of consumers, but the other four also play a major role in consumers' purchasing decisions and perception of a brand. Luxury brands in particular should take note of the senses outside of sight, as luxury buyers have less of a focus on sight than those who do not indulge in luxury ([see story](#)).

Fendi has previously chosen up-and-coming artists as ambassadors for its eyewear.

The label appealed to younger consumers with a social video for its Color Block sunglasses line featuring singer Kiesza.

A one-minute video shows the singer in a music video format, lip-syncing and dancing to her own song in a variety of outfits and settings. Choosing to work with an up-and-coming artist was an appropriate way to reach consumers for an accessories line, which is more accessible to younger consumers ([see story](#)).