

APPAREL AND ACCESSORIES

## Fendi flaunts pre-fall collection across 10 International Elle editions

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*Fendi's Karlito on camera for Elle*

By STAFF REPORTS

Italian fashion house Fendi is taking consumers on a jetset tour of pre-fall's biggest trends through an interactive sponsored video created by Elle International.

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"Elle Invites Karlito To Globetrot the Trends" sees the furry bag charm modeled after Fendi creative director Karl Lagerfeld traveling to destinations including Shanghai, Rome or New York, with each city corresponding to a certain look of the season. This exclusive sponsored content program will put Fendi in front of the fashion-hungry Elle audience around the world.

### Karlito in first class

The campaign was conceived by Elle International, with collaborations from Elle China, Elle France, Elle Italy and Elle U.S., as well as Hearst, Lagardre Global Advertising and Fendi. Giving Fendi a global audience are the 10 participating online titles in China, France, Germany, Hong Kong, Italy, Japan Korea, Singapore, Taiwan and the United States.

Karlito starts out in Paris. He gets a text from Elle inviting him to come to the magazine's fashion closet. After hanging around with some of the editors, he boards a flight, ready for more adventures with Elle.



*Video still*

Consumers can select which city they wish to visit first, making the video post a pick-your-own journey.

In each city, Karlito steps behind the camera, snapping a specific trend, for instance urban pop in Shanghai. As he creates more photographs, they appear below the video, giving the audience access to the proofs and making them feel like they are on set.

The video can be viewed [here](#).

Elle is supporting the video across its social platforms. A corresponding display advertising campaign created by Elle Italia will also run across the 10 titles' sites.

"This exciting campaign demonstrates Elle's global footprint and the ongoing collaboration with our partners for innovative custom content creation that lives on all the multi-channel platforms we share with our clients," said Kevin O'Malley, senior vice president, publisher and chief revenue officer, ELLE U.S.

"The video brings to life the latest fashion trends through the Fendi filter in an engaging and fun way, a deliberately more playful approach for this iconic luxury brand," he said.

Looking to break through ad blockers to get readers' attention, luxury labels are launching large-scale narrative efforts in collaboration with glossies.

Italian fashion label Gucci is taking a cinematic approach to sponsored content through a collaboration with Cond Nast.

Working with filmmaker Gia Coppola, Gucci produced a series of four short films that tell a modern interpretation of the myth "The Legend of Orpheus and Eurydice." This first-of-its-kind partnership for the brand and media group premiered exclusively on June 6 across six Cond Nast titles and Gucci's Web site ([see story](#)).

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