

APPAREL AND ACCESSORIES

## Fendi hits the road for North American pop-up tour

July 1, 2016



*Fendi Strap You*

By STAFF REPORTS

Italian fashion label Fendi is taking its accessories to the streets with a road trip through the end of the year.

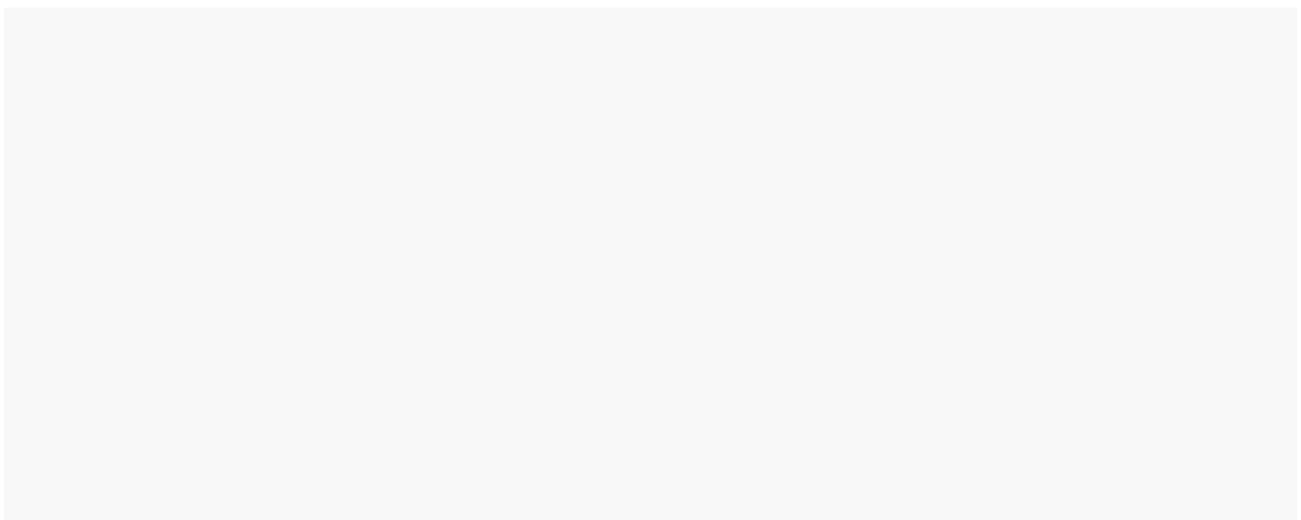
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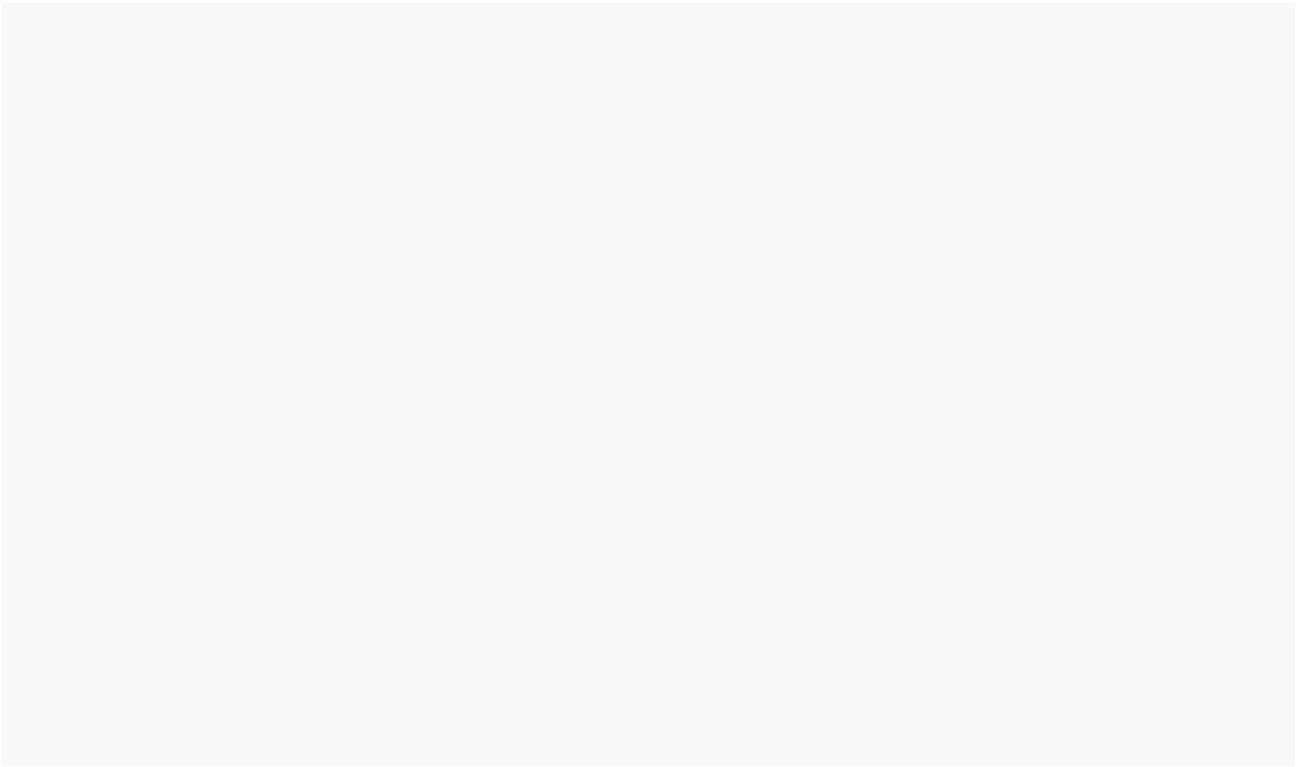
Kicking off in the Hamptons Fourth of July weekend, Fendi's cherry red truck will travel across North America, creating a mobile pop-up store in each city it visits. For Fendi, these pop-ups give it the opportunity to diversify the retail experience for consumers, giving them a new way to explore its latest wares.

On the road again

Fendi's pop-ups will open at the Surf Lodge in the Hamptons. Here and at other stops, consumers will be able to check out the brand's ABC charms, Strap You and Dot Com collections.

After the Hamptons, the custom truck will also make its way to Long Island in July. September will see pop-ups in Philadelphia and Toronto, timed to coincide with the Toronto International Film Festival, while the tour will reach Los Angeles in October.





Fendi is hitting the road, spreading our sense of fun, creativity, and craftsmanship everywhere we go! Our custom cherry red truck will have ABCharms, Strap You, and Dotcom collections at every stop of the trip. Stay tuned via Instagram, Snapchat, Facebook, and Twitter for more info and updates on the celebrity-hosted kick off event this Fourth of July in the Hamptons. Check out [Fendi.com](http://Fendi.com) to join in on the #FendiRoadTrip fun. - Video by @castrophotos.

A video posted by Fendi (@fendi) on Jun 28, 2016 at 1:26pm PDT

Closing out the year is New York in November and Miami in December, in time for Art Basel.

Consumers are told to tune in on Instagram, Snapchat, Facebook and Twitter to follow the truck on its journey.

Fendi launched a similar pop-up concept for its spring collection, with its customized vehicle making stops in Tokyo, Hong Kong and Beijing.



### *Fendi pop-up at Elements Hong Kong*

For brands wishing to extend their awareness and reach consumers in new locales without needing to establish a physical store, mobile pop-ups are a strategic move.

For instance, Four Seasons Hotels & Resorts took its culinary skills to the road with a food truck that toured three states and covered 1,000 miles beginning.

The FS Taste Truck featured different Four Seasons chefs working together or against one another, with cuisine varying based on location. The informal nature of food trucks may allow the brand to entice consumers who may not have considered traveling to a Four Seasons property beforehand ([see story](#)).

Also, French linen maker Yves Delorme shared its passion for textiles with consumers through a summer-long branded road trip through 24 European cities.

"La Route de Linge," or The Linen Road, commemorated the brand's 170th anniversary, as its Airstream caravan visited the manufacturers, studios, corporate offices and boutiques integral to its brand operations. This road trip celebrated the brand's heritage, while also delving into the textile industry's storied past, traversing the same roads frequented by those with an uncompromising view on quality ([see story](#)).

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