

APPAREL AND ACCESSORIES

Fendi hosts pop-up with personality within Harrods

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The Fendirumi

By STAFF REPORTS

Italian fashion house Fendi's furry Fendirumi mascots are serving as the inspiration for a whimsical pop-up at British department store Harrods.

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Starting Aug. 4, consumers will be able to step inside a Fendirumi-themed world, complete with an LED screen playing a specially created cartoon and a curated selection of merchandise. Having become celebrities among Fendi's followers, the Fendirumi will be making an appearance at the store, allowing fans to interact with the characters.

Playful point of sale

Inspired by the Japanese kigurumi, or costumed characters, the 6-foot-tall Fendirumi made their first public appearance in Tokyo at Fendi's Ginza pop-up store opening event in November.

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.

From there, the duo with big personalities traveled to Milan to document Fendi's runway show in February from the front row ([see story](#)).

On a new adventure in London, the Fendirumi will take over part of Harrods. On the walls of the pop-up will be hundreds of glass jars containing rotating mini Fendirumi.

A day with Fendirumi!

For the pop-up, Harrods has also created a number of exclusives, including ready-to-wear, croco-steel handbags and pieces from the Mini Dotcom Click and Strap You collections inspired by the Fendirumi. Additionally, consumers can get their hands on Fendirumi bag charms in mink and kidassia fur, and two new Bag Bugs, Har and Rod, will be available in limited quantities.

Following Fendi's recent merchandising strategy for its pop-ups, products will be displayed in a pink Ape car, a three-wheeled Italian truck.

Similar to what they did in Milan, Piro-chan and Bug-kun will be exploring London's tourist sites in the week leading up to the pop-up opening.

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