

RETAIL

## Harrods fetes Fendirumi arrival with playful initiatives

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*Fendirumi outside of Harrods*

By STAFF REPORTS

As Fendi's furry mascots land at Harrods, the department store is giving them star treatment.

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Open Aug. 4, a pop-up allows consumers to step inside a Fendirumi-themed world, complete with an LED screen playing a specially created cartoon and a curated selection of merchandise ([see story](#)). From specially outfitted black cabs to digital content, Harrods is ensuring that its consumers and the rest of London does not miss their first appearance at the store.

### Meet and greet

Since the Fendirumi have become something of celebrities among Fendi's followers, the mascots will be making an appearance at the store, allowing fans to interact with the characters.



*Taxis wrapped with Fendirumi branding*

Prior to the Fendirumi's opening day at Harrods, the store shared snapshots from the mascots' tour of London.

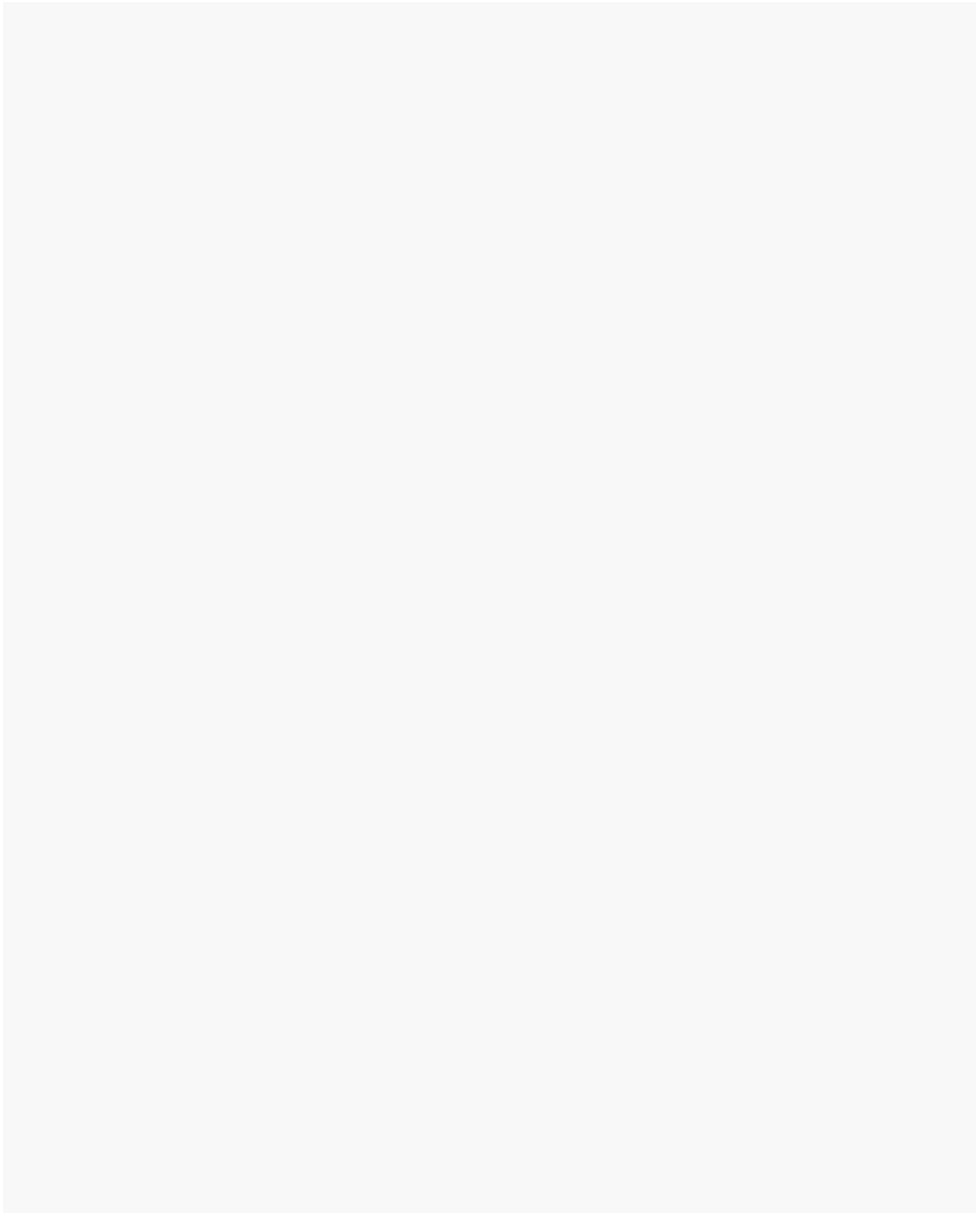
The Fendirumi feature on the cover of Harrods' August magazine. A humorous behind-the-scenes film for their photo shoot sees the stylist trying to dress the six-foot characters in sample sizes and the beauty team doing their hair and makeup.

### *The Fendirumi have landed...*

Editorial features in the issue include an interview with accessories creative director Silvia Venturini Fendi and a mobile game featuring the Fendirumi.

Fendi Frenzy works as a bubble shooter game, except the bubbles have been replaced by multicolored balls of fur reminiscent of Fendi's spherical bag charms. The Fendirumi appear at the bottom of the screen holding single orbs, ready to throw them at the mass of bubbles.

The object is to aim the balls so that they end up in sets of three or more, clearing the board.



Have you heard? The #Fendirumi are in town... Head to the August issue in the #HarrodsApp now for behind the scenes footage and to play their new game, @Fendi Frenzy. We think it'll be a monster hit! Search 'Harrods' in the App Store or Google Play #FendiFrenzy #FendiHarrods

Whichever player has the highest Fendi Frenzy score at 5 p.m. on Aug. 30 will win a Fendirumi bag charm worth about \$1,300.

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