

APPAREL AND ACCESSORIES

## Fendi extends life of Snapchat stories with international album

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*Fendi's Snapchat Tour*

By SARAH JONES

Italian fashion label Fendi is challenging the ephemeral nature of Snapchat by giving earlier snaps new life through a content hub on its Web site.

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The brand's ongoing Snapchat Tour has documented key brand moments around the globe through the eyes of influencers. Like all Snapchat Stories, these photos and videos were originally accessible for a fleeting 24 hours, but Fendi is looking to expand the audience for this content by making them a more permanent part of its online presence.

"Live feeds of influencers behind-the-scenes experiences provides a glimpse into the elusive and exclusive world of fashion that consumers have always dreamed about," said Lexy Wright, inbound marketing coordinator at [Pixlee](#).

"For the first time, consumers are able to get an authentic view from their most trusted source. Fendi saw the success of displaying their brand through influencers, and is taking full advantage of user generated content about their brand," she said.

Ms. Wright is not affiliated with Fendi, but agreed to comment as an industry expert.

**Fendi** did not respond before press deadline.

Around the world

Album Fendi's Snapchat Tour has stopped off at global destinations such as Milan, London, Moscow, Paris and Miami.

In each city, the brand tapped a single influencer to be the voice of its Snapchat account for that moment in time. For instance, South Korean blogger Irene Kim documented the brand's Peekaboo Auction in Seoul, South Korea in November 2015, while Zara Martin took fans inside the Fendirumi pop-up at Harrods earlier this year.



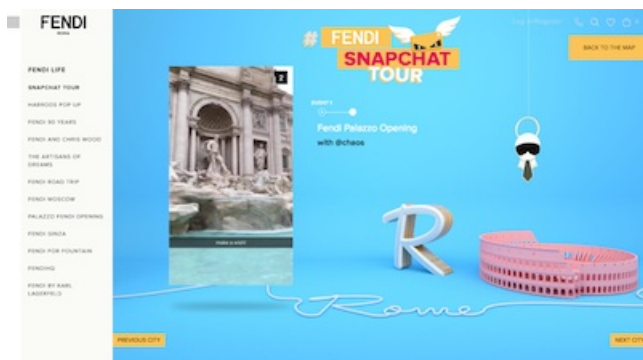
*Negin Mirsalehi documented Fendi's spring/summer 2017 women's wear show*

Other events include the opening of Fendi's Roman Palazzo, fashion shows, its 90th anniversary and advertising shoots.

These stories offer unique perspectives on the Fendi brand experience that are separate from the posts shared by the brand on more permanent social networks such as Facebook or Instagram. In text or via video of themselves talking, these chosen personalities share their two cents on the happenings in their individual voices.

Circumventing Snapchat's positioning as a platform where content comes and goes on a daily basis, Fendi has compiled all of its Snapchat Tour stories in one place. Via its Web site, consumers can travel to each location via a digital map to revisit these milestone events.

Recreating the experience of viewing a Snapchat Story within the app, Fendi's hub plays the content in a vertical window with a countdown in the upper right hand corner.



*Screenshot of Fendi's Snapchat Tour*

Also as on the app, the viewer can click on the video box to skip ahead to the next piece of content.

Snapchat itself has opened itself up to nostalgia with the launch of its Memories feature earlier this year. Whereas content used to disappear unless it was downloaded to the phone's camera roll, now users can save their favorite snaps within the app.

Snap happy

As content consumption continues to shift toward mobile devices, Snapchat is benefiting due to its quick bursts of immediate entertainment.

According to Fashionbi's "[Snapchat For Live Storytelling](#)" report, the fastest growing social platform has the highest penetration among millennials, with 71 percent of its users under the age of 34. With high engagement rates and a growing user base, brands that are not already leveraging Snapchat's intimate storytelling capabilities should embrace the platform ([see story](#)).

Some brands have leveraged Snapchat for campaigns specifically because of its fleeting qualities.

For instance, British fashion label Burberry peeled back the curtain on its Mario Testino-lensed fashion campaign through a live content feed on Snapchat.

Starting at 12 p.m. EDT on Oct. 22, consumers had just 24 hours to view the spring/summer 2016 campaign and footage captured during the shoot before the content disappeared. The ephemeral nature of Snapchat can help consumers feel like part of a brand's inner circle by being able to catch content, making this an ideal way to reach Burberry's most loyal fans first ([see story](#)).

"The user generated content produced by influencers has such high value, that it is worth much more than a fleeting moment," Ms. Wright said. "While consumers want to stay as up to date as possible, they just might miss a Snapchat post.

"Having these brand advocates voice displayed whenever a visitor views the brand's page just might be enough to influence a purchasing decision," she said. "Fendi has realized the impact that influencer testimonials has had on their brand and took a step in the right direction.

"Other brands should definitely take note and explore the implementation of brand advocates authentic posts from all social media channels."

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