

APPAREL AND ACCESSORIES

Fendi looks beyond generational stereotypes in millennial-centric microsite

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Image from F is for Fendi Instagram

By SARAH JONES

LVMH-owned fashion house Fendi is courting a millennial audience through a dedicated digital platform that speaks to "freaks."

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The brand's F is for Fendi microsite and accompanying social channels are presented as collectively owned vehicles for expression and exploration, with editorial content that covers everything from places to go to personalities. Fendi's outreach to this up-and-coming generation of luxury consumers taps into millennials' favor of experience over things, a message that may resonate more effectively than traditional fashion marketing.

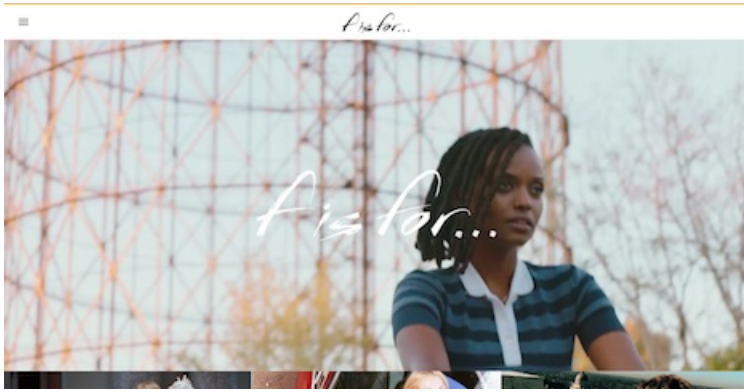
"Fendi has always played in the contemporary space, inspired by modern thinking and culture," said Joanna Young, management director at Team One. "The brand has historically challenged the status quo, by being a celebrated patron of the arts and playing left of center.

"Today, marketers have assigned a common culture of contemporary and creative thinking to millennials, and Fendi is smartly playing into this modern notion," she said.

Ms. Young is not affiliated with **Fendi**, but agreed to comment as an industry expert. **Fendi** was reached for comment.

Fearless fraternity

On the F is for Fendi microsite, the brand explains the concept in a manifesto attributed to "ambassadors of the new Rome." Here, the label adopts the voice of millennials who shun touristy locales, popularly praised eateries and things widely regarded as "cool."



Screenshot of F is for Fendi microsite

The manifesto also balks at the term "millennial" and includes the line, "We want something that's ours."

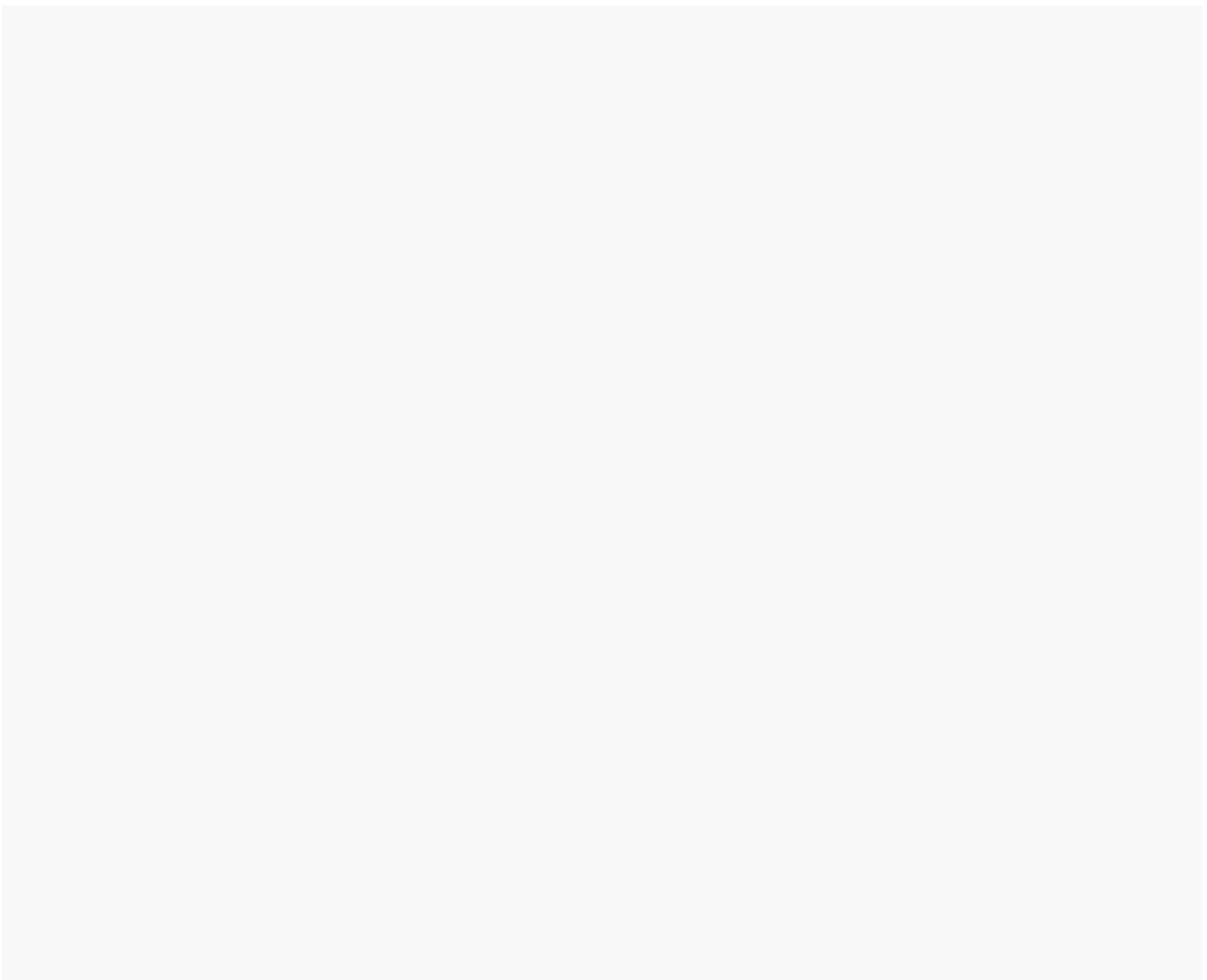
A film, set to Little Dragon's "Ritual Union," sets the tone for the site, showing youngsters cavorting on the beach or skateboarding.

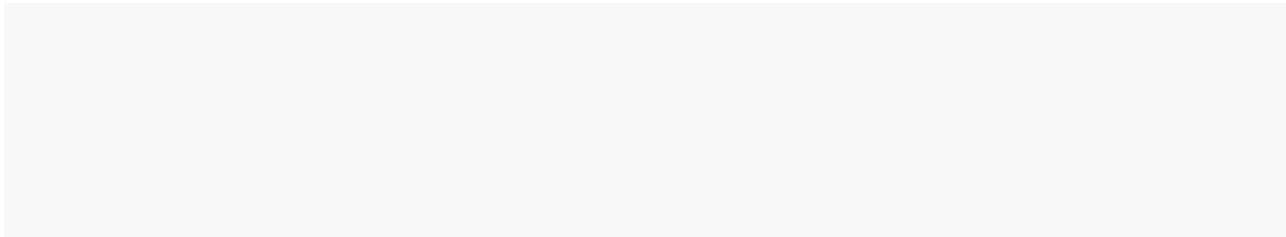
F is For Fendi

The site is split into sections of content. "Fulgore" features editorial photo shoots, depicting individuals "wildin'" in New York or "frolicking" in Rome.

"Faces" introduces some of the ambassadors of this site through features, delving into what makes these individuals tick through candid interviews.

For ideas of what to do worldwide, a "Freedom" section uncovers hidden gems with character such as cocktail bars that double as record stores or art galleries.





An insightful eye full of the best of everything worldwide. We are F is For... Join us @fisforfendi #fisforfendi

A photo posted by Fendi (@fendi) on Feb 6, 2017 at 8:30am PST

"Fearless" looks at creators. At launch, this section includes a recording of NxWorries' rooftop performance at Fendi headquarters.

In addition to the microsite, F is for Fendi has its own presence on millennial favorite social media channels such as YouTube, Instagram and Snapchat.

While Fendi has created dedicated platforms for F is for Fendi, the label has connected these to its main Web site, allowing the microsite to gain traffic from regular Fendi visitors.

"We know the younger and more digital-native population, aka millennials, do not discriminate between online, offline and social," Ms. Young said. "They also appreciate brands with a point of view on the world.

"With this effort, Fendi is able to extend their authentic brand voice and experience in a substantive and meaningful way," she said. "I love that they are doing parties and other off-line efforts, so it is a truly integrated experience for the brand."

Strategy shift

As millennials are showing a preference for memories over merchandise, and millennial interests differ from their predecessors ([see story](#)), brands are adjusting their messages to reach this consumer set.

For instance, Italian fashion label Dolce & Gabbana cast millennial-aged models for its spring/summer 2017 campaign, as the luxury apparel industry continues to jockey for the demographics' market share.

Dolce & Gabbana's colorful and realistically styled campaign for spring/summer 2017 was photographed by Franco Pagetti in Capri, Italy. Each season, Dolce & Gabbana explores familial relationships, with the spring/summer effort featuring a cast of close knit friends ([see story](#)).

Established luxury brands will also have to work harder to win the business of millennials.

Millennials and women prefer independent labels to designer and luxury brands, according to a study by creative management platform Flite.

Twenty-three percent of women and millennials are likely to buy independent labels, compared to the 14 and 19 percent, respectively, which are apt to purchase luxury brands. Luxury brands are thus tasked with ensuring these consumers switch their preferences as income begins to increase ([see story](#)).

F is for Fendi positions the label as part of this alternative mindset, which may resonate with its target audience.

"[Fendi] has always taken a progressive approach to their products and brand and how they communicate," Ms. Young said. "An inherent characteristic of the millennial generation is their desire to not be categorized, and in a time when individuality is celebrated, Fendi is able to be true to the brand and supportive of a new audience."