

APPAREL AND ACCESSORIES

Fendi makes royalty relatable in pre-fall campaign

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Fendi's new short film shows a "modern-day Marie Antoinette"

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Fendi is promoting its pre-fall collection with a new short film showing a modern take on Marie Antoinette.

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The short, directed by Rebecca Zlotowski, uses a faux-retro aesthetic, showcasing a figure based on 18th century French queen Marie Antoinette gallivanting around a modern European landscape with her cohorts. The film is a representation of the brand's attempt to bridge refined taste with a looser, more relaxed style in both its branding and its products.

"Fendi is exemplifying its high-class, do-what-I-want attitude through the irreverent tone of this campaign," said Jennifer Bowles Tyriver, senior art director at **MDG Advertising**, Boca Raton, Florida. "Not only can these girls relax in the tub in the middle of the day in an expensive dress and galavant throughout the city all night, but they will only wear and accept the best and most posh in Italian fashion.

"It gives the vibe that you can live like a modern day princess, and Fendi has the clothing and accessories to make that dream tangible."

Ms. Bowles Tyriver is not affiliated with Fendi but agreed to comment on the campaign in an expert capacity. Fendi was reached for comment.

Girl's Secret

With Fendi's pre-fall collection now available, the brand has taken to the time-tested tactic of short film to promote the new products.

The campaign, titled "Girl's Secret," is a short, abstract piece set to pulsing, hypnotic electronic music and features a group of young women as they tear through an urban environment, stopping through bowling alleys and pool halls in the course of one raucous night.



The film's central figure

Each woman's clothing and aesthetics are inspired equally by 18th century fashion and architecture, as well as modern streetwear, taking cues from European nightlife and Japanese kawaii vibes.

Fendi writes in the video's description that the central figure is a modern-day Marie Antoinette who invites her friends out for a chaotic night on the town.

The striking opening image sees the lead bathing in an 18th century bathroom, while wearing a dress and scrolling on a vibrant red smartphone.

From there, the group explores Paris by night, laughing and flirting as the camera explores their outfits and environments.

Fendi's Girl's Secret for pre-fall 2017

The down-and-dirty style and irreverent tone of the film contrasts with the opulence of the girls' outfits and settings, setting a perfect tone for Fendi's pre-fall collection.

"The message in this video is successful because it's portraying the attitude, 'if you can do all of this, you must wear Fendi,'" Ms. Bowles Tyrriver said. "It's a very modern-day Marie Antoinette vibe.

"The subjects are modern, audacious, indulgent and utterly blatant in their enjoyment of access. Who doesn't want to feel like a princess, to feel a little dangerous, a little over-the-top, and a little frivolous.

"Who doesn't want to be that girl? In just one day, the video is already gaining traction with nearly 25,000 video views on YouTube. It's sure to turn the heads of the elite."

High meets low

Fendi is not a fashion brand that shies away from courting younger consumers and establishing an irreverent and hop tone, as opposed to the more refined campaigns and branding from some houses.

This philosophy extends to the format of its marketing campaigns, in addition to its content. Most recently, the brand has reached out to millennials with a microsite directed at that age group specifically.

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 ([see story](#)).

This past Christmas, Fendi took to social media for another millennial-friendly campaign called #12DaysOfFendi.

The campaign gave Fendi's followers tasks, such as decorating a Christmas tree or building a snowman, which can be completed by tapping their screen. Taking advantage of both platforms' user interfaces, these stories give the illusion of participation to those watching, giving them a reason to stay through the end ([see story](#)).

As more fashion houses seek to negotiate the line between maintaining the exclusive nature of luxury goods while also broadening their appeal to younger consumers, interactive social media campaigns combined with the irreverent tone of Fendi's Girl's Secret are one way of bridging that gap.

"The video screams 'if you have the wealth, flaunt it. Live it. Embody it,'" Ms. Bowles Tyrriver said. "They're communicating an affirmation to the brand and the lifestyle exemplified in the YouTube video.

"It reinforces the brand and its luxury furs, leather goods, shoes, fragrances, eyewear, timepieces and accessories. When you buy Fendi, you're buying into a brand that is classic, and maybe a little frivolous and over the top.

"A Fendi purchase is an indulgence. You are paying for quality, but equally as important, you're paying for a feeling and this campaign does a great job at showing off just who their consumers are and can be – a Fendi girl."

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