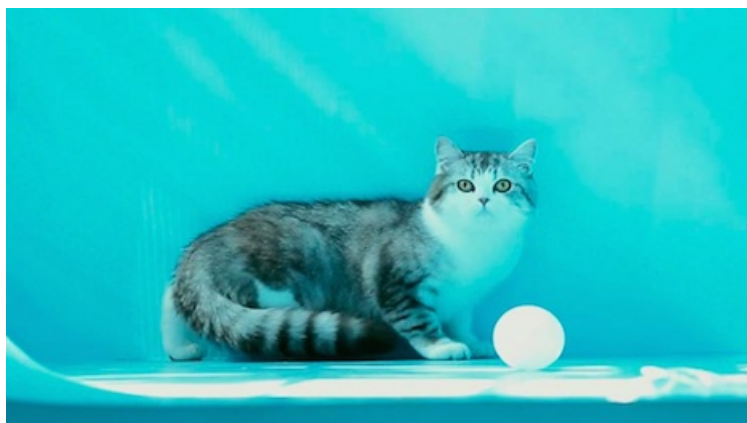


APPAREL AND ACCESSORIES

## Fendi embraces Chinese celebrity for Peekaboo Project

June 12, 2017



*Fendi is producing six bags designed by Chinese influencers inspired by aspects of their lives. Image credit: Fendi*

By DANNY PARISI

Italian fashion house Fendi is tapping into the lucrative Chinese market with a limited-edition series of Peekaboo handbags customized by a selection of Chinese social media's most popular influencers.

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The Fendi China Peekaboo Project sees the brand teaming up with influencers from all walks of Chinese life, including artists, models, TV personalities and athletes, to create customized version of the Fendi Peekaboo bag. Each design is unique and inspired by an aspect of the influencer's life.

"With today's most important luxury market being China, it makes sense that luxury brands like Fendi are targeting influencers that have massive social media followings in China," said Isabel Kieszowski, digital media coordinator at **Blue Moon Digital**, New York. "Consumer purchase decisions in China are greatly influenced by social media and its most popular brand ambassadors."

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

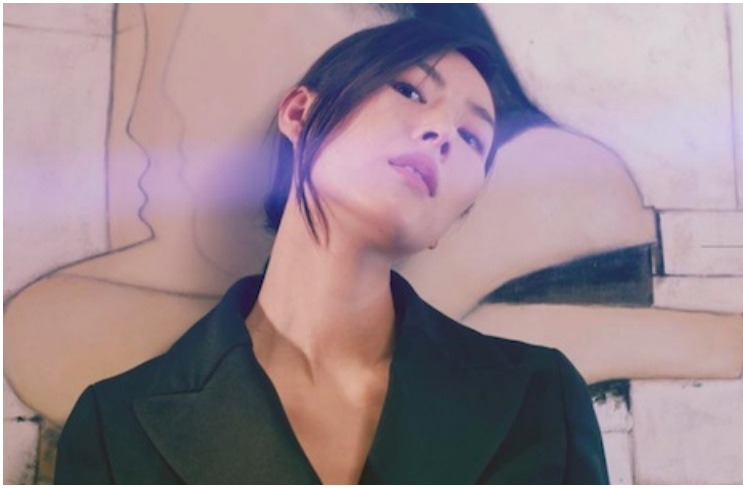
### Influencer commerce

Influencers have a major role in the Chinese ecommerce ecosystem.

Influencers are important, and can be used to push all sorts of products, particularly in the lifestyle-oriented luxury industry. In China, where ecommerce dominates the commercial ecosystem and social media platforms are often integrated with online retailers, influencers hold much more sway.

A common tactic among luxury designers appealing to China is to partner with influencers to let them design their own exclusive limited edition of a popular product.

This is the tactic Fendi is implementing with its latest China Peekaboo Project, which sees six noted influential individuals from around China designing their own custom version of the Peekaboo bag. The handbags are also available for purchase, extending the effort's reach.



*Model and actress Liu Wen*

Fendi worked with fashion model Liu Wen, Olympic diver Guo Jingjing, actress/singer Angelababy, journalist and talk show host Yang Lan, artist Liang Yuanwei and designer Tim Yip for the effort.

Each influencer has their own version of the Peekaboo bag inspired by aspects of their life. For example, Liang Yuanwei's bag is inspired by aspects of her art, while Angelababy's bag is designed in tribute to her beloved cat.

Accompanying the purchasable bags is a short film showcasing each of the six influencers in their homes or out doing what they love. For example, Tim Yip is shown photographing an old building, juxtaposed with scenes from films he has done production design for.

Additionally, each influencer is also interviewed in their own personal video about how they decided on the design of their bag and in what ways the bag is influenced by their lives.

### **Peekaboo Project**

The Peekaboo Project is celebrating China this year, but previous incarnations have seen Fendi draw influencers from around the world.

Previously, Fendi drew influencers from around the city of London to design their own Peekaboo bags.

For Fendi's London Peekaboo Project, 10 personalities with ties to London designed personalized versions of its Peekaboo bag, which was auctioned online on the brand's Web site to benefit Kids Company. Aligning with a local charity allowed Fendi to connect with its newest community ([see story](#)).



*Tim Yip, production designer and artist. Image credit: Fendi*

In China, branded influencer posts typically draw eight times the engagement of regular branded posts, according to a recent report from L2.

Many of the top brands in China regularly rely on influencers to sell their products. Currently, Burberry leads L2's China IQ Index as the top-performing luxury brand in China.

This can be partially attributed to Burberry's embrace of Chinese social media platforms such as WeChat and its

partnerships with prominent Chinese influencers such as Mr. Bags, with whom Burberry released an exclusive bag ([see story](#)).

Fendi is looking to bank on similar success, and with influencers drawn from all aspects of Chinese life, the brand is hoping to draw a wide variety of consumers.

"Chinese consumers value peer-to-peer recommendations disproportionately compared to consumers in other countries (cite [UpInfluence](#))," Ms. Kieszowski said. "This behavioral trait aligns very well with a social media user who follows the trendiest fashion bloggers.

"Fendi's handbag partnership with notable Chinese influencers should reach the Chinese market successfully because the campaign is targeting a behavioral quality that is significant in the Chinese market."

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