

APPAREL AND ACCESSORIES

Fendi rolls out fall collection in cycling tour

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Image from the Fendi Bici campaign. Image credit: Fendi

By SARAH JONES

Italian fashion label Fendi is pedaling its new monogram logo around the globe with the launch of a new set of wheels.

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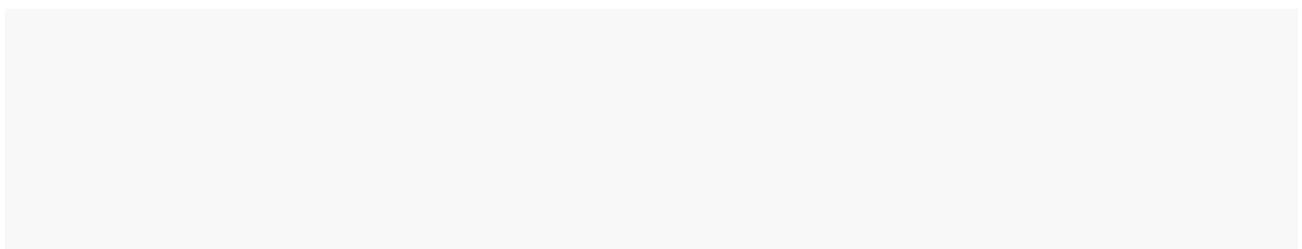
The brand's Fendi Bici project takes the house's fall/winter 2017 collection on an international tour alongside a custom-made bicycle with Fendi-branded tires. While the logo appears on items within the collection, translating it into this more unexpected format will help to raise awareness for the new insignia.

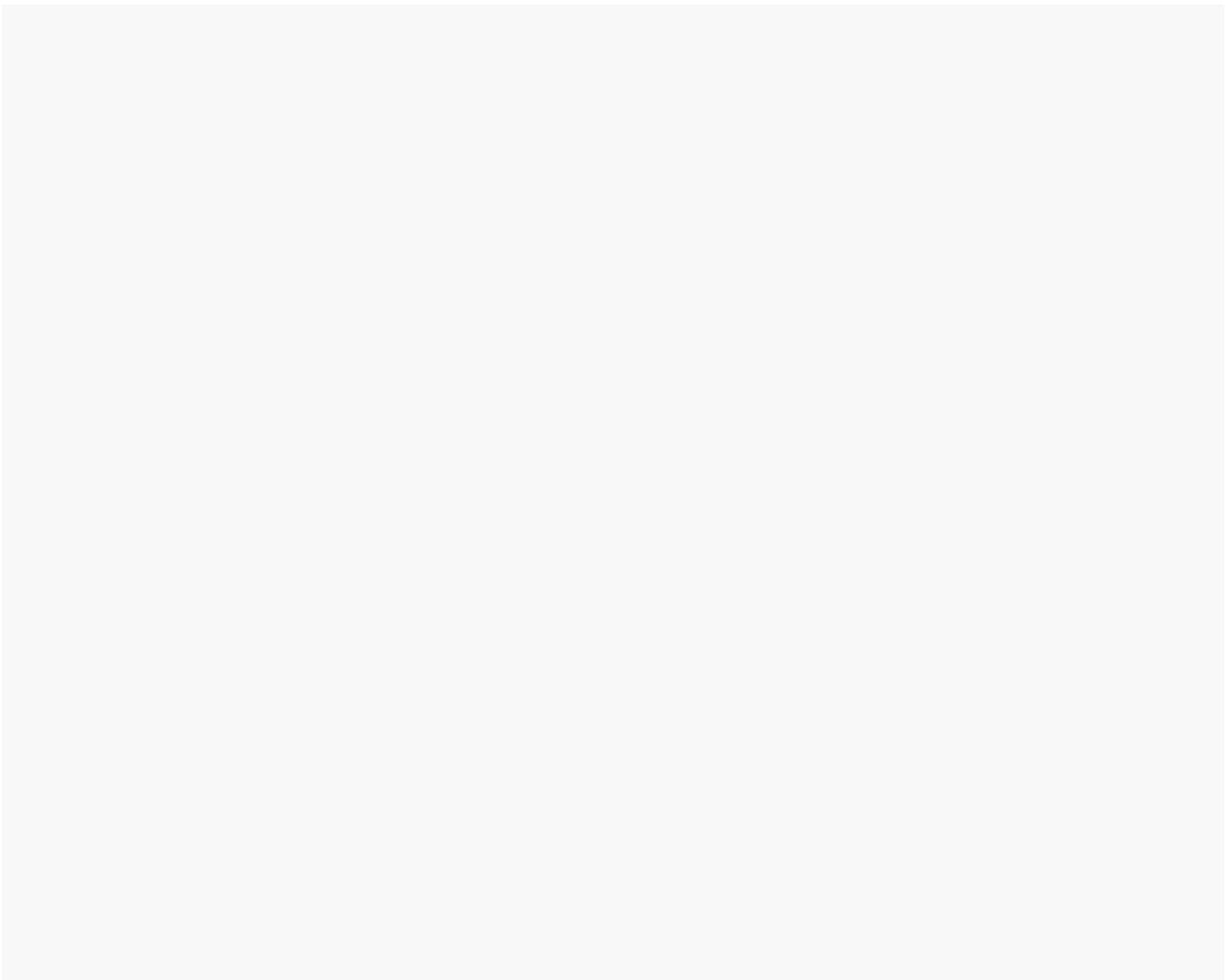
Spinning wheels

Fendi Bici is partly a promotion for the brand's newly launched F is Fendi logo. This monogram, which features on handbags and in large-scale in the backdrop of Fendi's fall/winter 2017 campaign, features the letter F inside a circle.

Reinterpreting this logo for a new product, Fendi has outfitted a cherry red bicycle with F is Fendi wheels. This mode of transportation is now making its way around the world with the help of influencers and models.

An animated film kicked off the series, depicting two women in Fendi's red over-the-knee boots pedaling a tandem F is Fendi bicycle.





Featuring the new #FisFendi monogram logo, the #FendiBici is the chicest way to travel this season. Follow the charming crimson bike as it journeys across Europe, Asia and the US. #FendiFW17

A post shared by Fendi (@fendi) on Aug 29, 2017 at 2:54am PDT

At global destinations such as Seoul and London, trendsetting women snapped themselves with the bike.

For instance, South Korean actress and singer Bae Su-ji, who has more than 6 million Instagram followers, was depicted playing the guitar beside her bike.

Influencer Irene Kim created a photo shoot at her studio, while some of the other influencers took the bike to the streets.

In London, model Nina Suess took the bike for a spin, while blogger Tamara Kalinic posed in looks from the fall collection alongside the bicycle.



Tamara Kalinic with one of Harrods' Green Men. Image credit: Harrods

Along with the content campaign, Fendi Bici is celebrating a series of pop-ups as it makes its way across the U.S., Europe and Asia.

Currently up at Harrods, an F is Fendi pop-up allows consumers to get their hands on a customized Fendi Triplette handbag. This new style consists of three pouches connected by a ring.



Fendi Bici at Harrods. Image credit: Fendi

To commemorate the temporary store, up from Sept. 3-25, Fendi has taken over Harrods' windows.

Next, the brand will open a pop-up at Tokyo's Isetan on Sept. 13.

Retail cycle

Pop-ups have been a frequent tactic of Fendi's retail strategy.

Last year, the label took its accessories to the streets with a road trip that lasted into December.

Kicking off in the Hamptons Fourth of July weekend, Fendi's cherry red truck traveled across North America, creating a mobile pop-up store in each city it visits. For Fendi, these pop-ups give it the opportunity to diversify the

retail experience for consumers, giving them a new way to explore its latest wares ([see story](#)).

Along with launching new products, the pop-ups also help to debut new marketing efforts and brand representatives.

In 2016, Fendi's furry Fendirumi mascots served as the inspiration for a whimsical pop-up at British department store Harrods.

Starting Aug. 4, consumers were able to step inside a Fendirumi-themed world, complete with an LED screen playing a specially created cartoon and a curated selection of merchandise. Having become celebrities among Fendi's followers, the Fendirumi made an appearance at the store, allowing fans to interact with the characters ([see story](#)).

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