

APPAREL AND ACCESSORIES

## Fendi launches bespoke handbag service on Farfetch

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*Farfetch consumers can personalize the Fendi Kan I F handbag. Image credit: Farfetch*

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By STAFF REPORTS

Italian fashion house Fendi is providing consumers with a sense of individuality through a customization effort available via ecommerce retailer Farfetch.

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Fendi has teamed with Farfetch to allow consumers to personalize the Kan I F handbag through more than 120 possible combinations of colors, hardware and add-ons. Handbags are commonly referred to as the most personal aspect of a woman's wardrobe, as a style can work to define her personality traits while also echoing a statement, which makes customization an appealing offering.

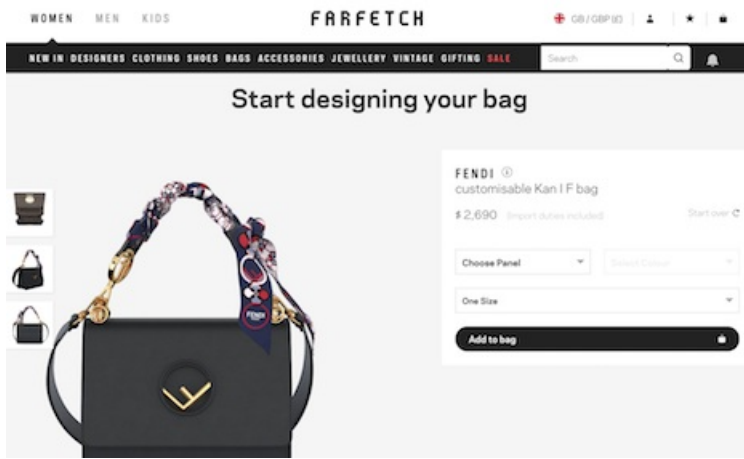
**Make it yours**

Promoted on Farfetch's social accounts, consumers are directed to the retailer's Web site where Fendi's possible combinations are housed.

Described as "very desirable, (kind of a) modern classic," Fendi's Kan I F handbag style serves as the canvas for customization.

Consumers can pick between five colors of leather and six shades for the newly designed Fendi F logo ([see story](#)). The hardware of the Kan I F can also be swapped, with gold or silver being available options.

Fendi also allows for a "wrappy" to be added onto the strap of the Kan I F. Consumers can select one of two silk ribbon prints to accessorize the handbag's top hand strap.



*Fendi x Farfetch Kan I F handbag generator. Image credit: Farfetch*

The customizable Fendi Kan I F handbag retails for \$2,690.

For an additional \$1,510, consumers can select a floral Strap You shoulder strap ([see story](#)), available in six pre-set color combinations. Farfetch's personalization function can also be used to match the Strap You to what was selected for the Kan I F.

Customization of the Kan I F is the first time this handbag style is able to be personalized for an individual. Fendi will also offer the bespoke service on its Web site.

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