

APPAREL AND ACCESSORIES

Fendi looks to creative director family to mark major milestone

April 24, 2018



Creative Director Silvia Venturini Fendi's daughters appear in Peekaboo campaign. Image credit: Fendi.

By BRIELLE JAEKEL

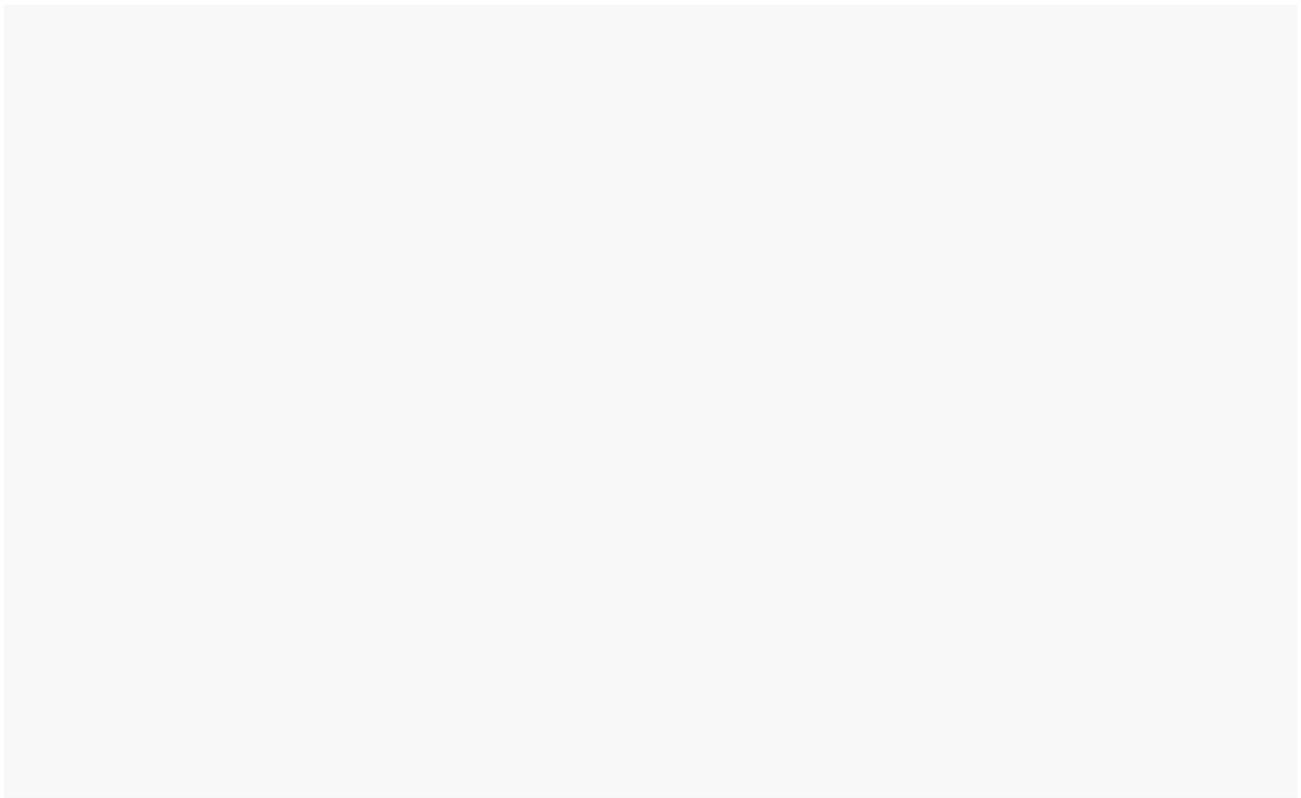
Italian fashion house Fendi is looking inside its own family to celebrate the 10-year anniversary of its Peekaboo bag, in a move that celebrates heritage and the strong relationship between brand and consumer.

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Fendi's "Me and My Peekaboo" effort spotlights creative director of menswear and accessories Silvia Venturini Fendi and her daughters, capturing their individual relationships with the Peekaboo handbag. Through a series of short videos and content on social media, each discusses her personal thoughts on the bag.

Me and My Peekaboo

"The Peekaboo bag is simple, complex and timeless," Ms. Venturini Fendi says in the campaign. "It's one of those objects that you want to belong to your family, that will really stay with you for all your life."



Creative Director @silviaventurinifendi has passed on her emotional relationship with the #FendiPeekaboo to her daughters @delfinadelettrez and @leonettalf. Discover more about this unique and personal bond on Fendi.com #MeAndMyPeekaboo

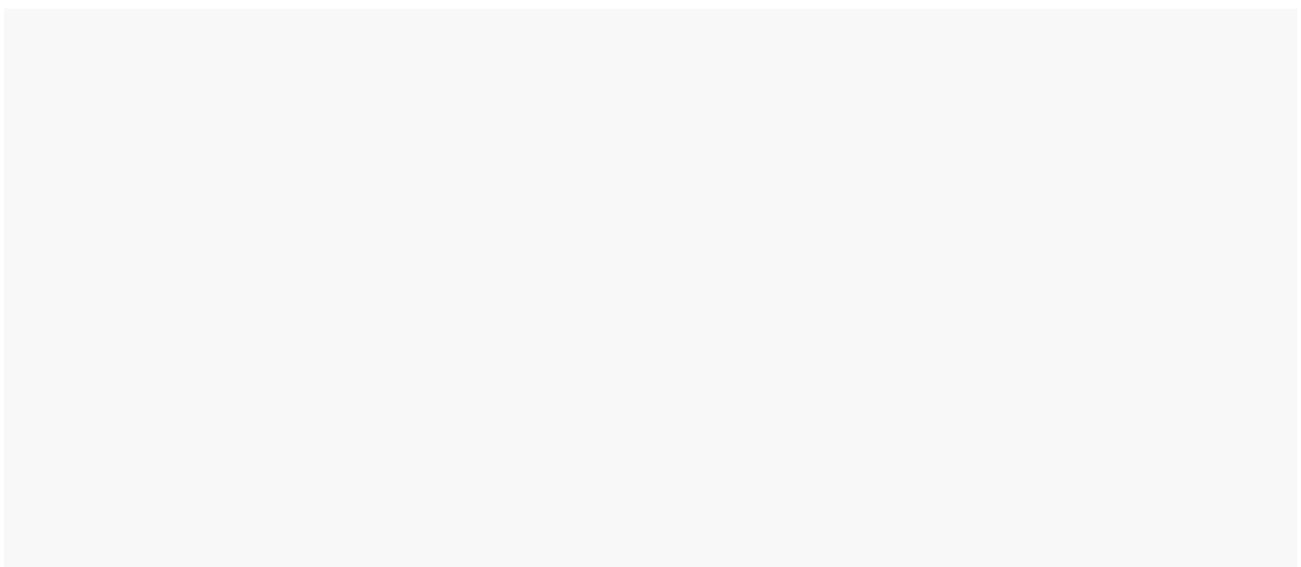
A post shared by Fendi (@fendi) on Apr 22, 2018 at 12:03pm PDT

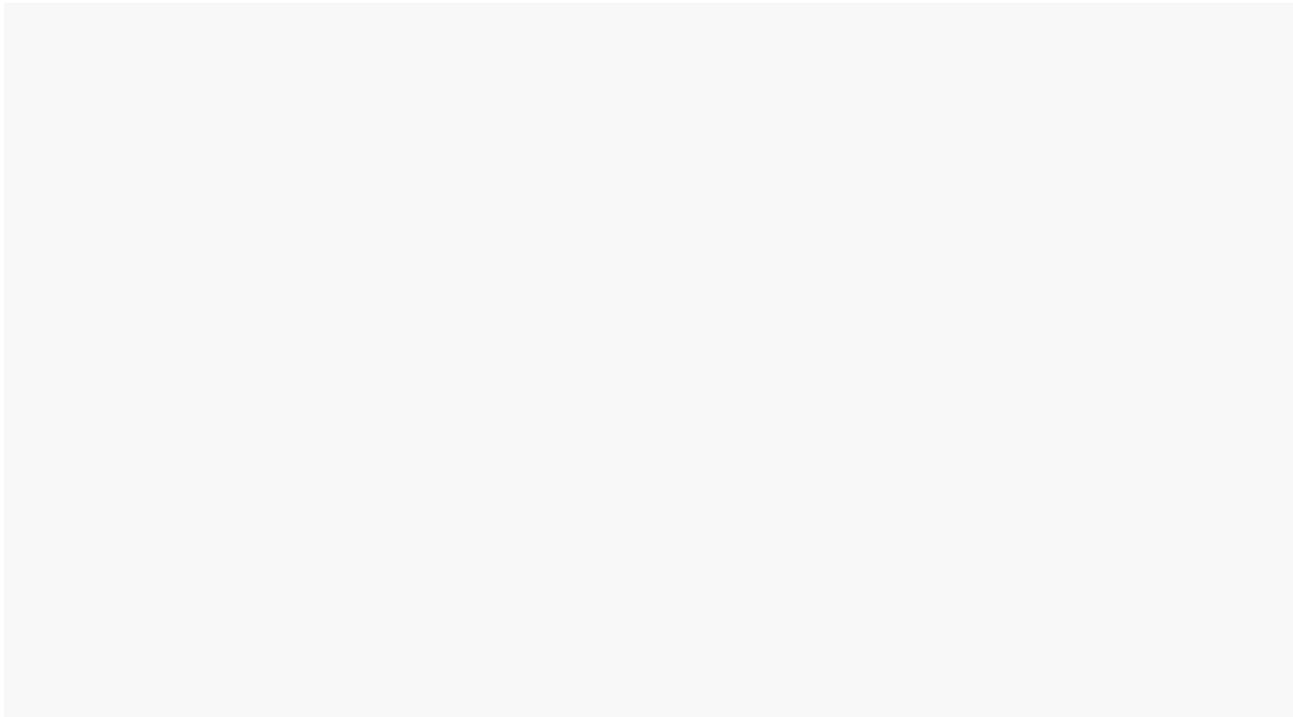
Capturing the familial ties of the Peekaboo, Fendi is sharing images of the designer and her two daughters, Delfina Delettrez Fendi and Leonetta Luciano Fendi, sporting the bag. These are being touted across various channels to convey the deep relationship with the bag.

Each woman was interviewed separately regarding the Peekaboo and how it fits into her life.

In one clip Ms. Venturini Fendi touches on the thought of having such a great bag, one of her daughters would steal it from her closet, showing her pride at having designed the bag herself.

The designer believes the bag is also her baby, and she thinks of it as a family heirloom, hoping others do the same.





An exclusive preview of #MeAndMyPeekaboo. A celebration of the timeless Fendi icon through the eyes of Creative Director @silviaventurinifendi and her daughters @delfinadelettrez and @leonettaf. Discover more on Fendi.com

A post shared by Fendi (@fendi) on Apr 20, 2018 at 7:18am PDT

The concept of having all three women in the campaign conveys the timelessness of the 10-year old design and how it can be passed through generations.

"The Peekaboo is mysterious, precious like a piece of jewelry because it can be passed down through generations," Ms. Delatrez Fendi says in the campaign, before showing various Peekaboo bags that represent herself, her sister and her mother.

Fendi campaigns

Prior to the new Peekaboo campaign, Fendi has had a series of unique pushes.

The Italian fashion house celebrated the past by looking to the future in an initiative that brought together six street artists.

Celebrating the first anniversary of its "F is for Fendi" platform, Fendi looked to a variety of young artists from a wide range of backgrounds for a special project. Indicative of a guerrilla campaign, Fendi's celebration interwove a message of diversity, culture and art through digital, physical spaces and a product launch ([see more](#)).

Online fashion platform Net-A-Porter continued its run of landing major exclusive deals with fashion brands by debuting a month-long preview of Italian fashion label Fendi's FF Capsule collection.

As part of the deal, consumers will be able to shop the FF Capsule collection for a full month before it becomes available in Fendi stores around the world. Many fashion brands can feel the way the wind is blowing and have begun solidifying major partnerships with online fashion retailers such as Net-A-Porter ([see more](#)).