

APPAREL AND ACCESSORIES

Fendi turns to famous families for Peekaboo campaign

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The Kardashians feature heavily in the campaign. Image credit: Fendi

By DANNY PARISI

Italian fashion brand Fendi is gathering famous families for a campaign that centers on its Peekaboo handbag.

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The campaign features personalities such as Kim Kardashian West along with her mother Kris Jenner and young daughter North West, as well as South Korean singers and sisters Jessica and Krystal Jung. The campaign emphasizes the importance of family and the relationships built between women, reflecting Fendi's own familial ties.

"Luxury fashion brands are often 'family' based," said Al Ries, chairman of marketing consultancy at [Ries & Ries](#), Roswell, GA. "Este Lauder, Salvatore Ferragamo, Coco Chanel, Ralph Lauren.

"So connecting a brand to a family is probably a good idea for a luxury fashion brand."

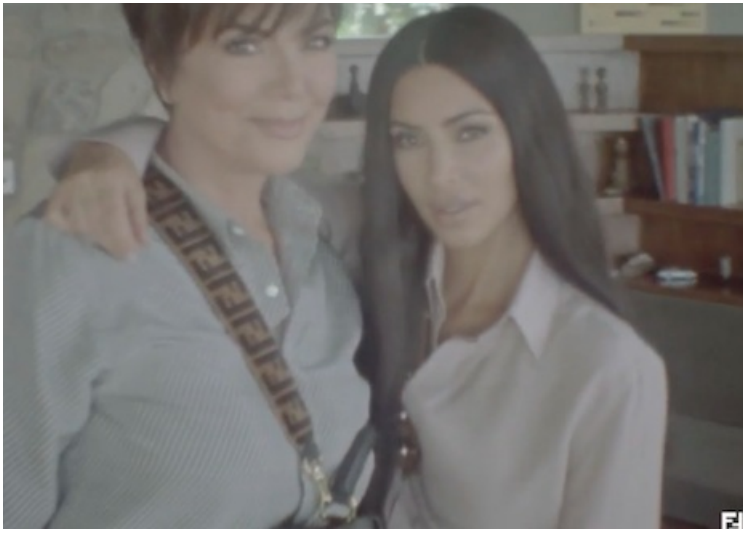
Familial values

Fendi's latest campaign for the Peekaboo bag is called "Me and My Peekaboo."

For the first chapter of the campaign, Fendi looked inside its own family to celebrate the 10-year anniversary of its Peekaboo bag, in a move that celebrated heritage and the strong relationship between brand and consumer.

Fendi's Me and My Peekaboo effort spotlighted 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 ([see story](#)).

The campaign emphasizes family, showcasing the bag and how it plays a part in the relationships between several celebrity women and their families. For chapter two of the effort, Fendi has brought together other families for a series of films.



Kris Jenner and Kim Kardashian West. Image credit: Fendi

In the first film, Ms. Kardashian West and her mother are seen wearing Fendi and holding the Peekaboo as they laugh and hug each other, all while watching Ms. Kardashian West's young daughter play outside.



Jessica and Krystal Jung. Image credit: Fendi

Fendi's second video stars sisters and popular Korean pop singers Krystal and Jessica Jung, who are known professionally by only their first names. In the video, the two young women are seen horsing around, teasing each other and comparing Peekaboo bags before playfully kissing each other on the cheek.

The videos have a distinct lo-fi quality to them, with grainy footage and artificial film filters placed over them. This aesthetic gives it the feeling of an old home movie, reinforcing the idea of treasured family memories.

Throughout the campaign, the Peekaboo's place as a kind of torch being passed from generation to generation or from older sibling to younger sibling marks it as more than just a handbag and turns it into a central part of the family dynamic.

Family ties

The campaign's emphasis on family is a tactic frequently taken by luxury brands. For instance, the family behind Italian fashion label Missoni invited consumers into its kitchen with a branded cookbook.

Francesco Maccapani Missoni penned "The Missoni Family Cookbook," writing down some of the fashion clan's recipes and traditions. Cookbooks offer opportunities for brands to connect with consumers over shared culinary experiences ([see story](#)).

Similarly, Italian fashion label Dolce & Gabbana brought liveliness to a quiet garden in Palermo, Sicily for a fragrance campaign that emphasizes the joyfulness that can come with family.

"Dolce Garden Eau de Parfum The Film" embraced the culture of the brand's home country. A playful narrative, the film taps both the quiet and reserved side of the perfume, as well as its vibrant celebratory aspects ([see story](#)).

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