

APPAREL AND ACCESSORIES

## Fendi brings taste of Rome to London with Selfridges pop-up shop

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*Fendi takes over Selfridges' Concept Shop for the month of August. Image credit: Selfridges*

By BRIELLE JAEKEL

Italian fashion brand Fendi is the first to completely take over Selfridges' Corner Shop, as the label celebrates the last month of summer mixed with its Italian heritage.

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Staples of warmer months and Italy such as gelato, postcards from Rome and a staging similar to a Roman piazza will take over the British department store's Corner Shop in London. Fendi's iconic products such as its Peekaboo bag along with upcoming collections for fall and winter of this year will be showcased in the concept store.

"Creating a popup shop is one way brands can help establish a presence with a short lived experiential offering," said Kyle Huglo, managing partner at **RuQo**, New York. "The benefit is allowing these brands to connect with shoppers in short but powerful launch."

Rome in London

Various kiosks will be staged around Selfridges' Concept Shop, completely converted by Fendi.



*Fendi kiosks at the Selfridges Concept Shop in London. Image credit: Selfridges*

The department store's retail concept borrows from the typical British tradition of the corner shop with an eclectic mix of products that offer luxuries big and small.

Selfridges' Corner Shop opened Nov. 29 and is located at its London flagship on the corner shared between Oxford and Duke Streets. The Corner Shop, while rooted in British tradition, also draws inspiration from the Wunderkammer, a place where curiosities and rarities are exhibited, with displayed items both necessary and non-essential ([see story](#)).

While many brands have been featured in the shop with small pop-ups here and there, the majority of the shop's endeavors have spanned many luxury brands.

Fendi will be the first to take over the shop completely. In doing so, it is bringing its Italian heritage to the London store.

A focus on gelato will celebrate the lasting days of summer, with Italian specialty ice cream maker Steccolecco debuting 12 new flavors at the shop, as well as popsicles.

The Fendi x Fila collection, featuring a mashup of the two brand's logos, will be showcased at one of the "vendor booths."



*Fendi's popup shop features a variety of gelato. Image credit: Selfridges*

Pre-launches for fall and winter will be available, as well as exclusives for the pop-up shop alone. For instance, Fendi-branded wire shopping baskets are available for 1,000 pounds a piece, or \$1,312 at current exchange.

The shop will be up with Fendi's branding throughout the month August and is open to the public now.

Fendi content

Fendi also recently gathered famous families for a campaign that centers on its Peekaboo handbag.

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 ([see story](#)).

Many videos have come since then, featuring families and the generation-spanning quality of the bags.

"Fendi's partnership with Selfridges fuses two cultures and heritages together, as luxury consumers look for heritage in their brand loyalty," Mr. Huglo said. "For these two major luxury brands, a partnership is a sure way to cross over audiences."

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