

NEWS BRIEFS

## Fendi looks to incite fashion frenzy with drop

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*#FendiMania is a logo-centric collection. Image credit: Fendi*

By STAFF REPORTS

Italian fashion label Fendi is making a push into streetwear-style retail with a limited drop of merchandise.

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Launching in-stores and online on Oct. 17, #FendiMania is a collection featuring the Fila-style Fendi logo, blending the luxury brand's aesthetic and sportswear influences. Translating exclusivity and access to 21st century retail, drops allow brands' inner circles to feel like one of a few.

### Exclusive access

Ahead of the #FendiMania launch, Fendi allowed consumers to sign up with their email for a unique passcode to buy the collection online ahead of its official release. This invited shoppers to "cop the drop" starting Oct. 15.

Included in the collection is apparel, accessories and shoes bearing the Fendi brand name in Fila's font. Designs also boast Fendi's FF logo, which was recently revived on the runway ([see story](#)).

To promote the line, Fendi created a video featuring models riding bikes, break dancing and serving tennis balls.

### #FendiMania teaser

As the collection hit stores, Fendi invited bloggers and influencers around the globe to take over its IGTV during the launch events. Per *British Vogue*, in addition to being sold in select stores, the #FendiMania collection is debuting in pop-ups around the globe.

As the luxury business looks to drive sales in an increasingly competitive retail environment, it is turning to a streetwear-style tactic to create consistent newness.

A growing number of luxury labels and retailers have been adopting the drop retail format, opting for a series of limited-edition releases per year rather than the traditional seasonal store arrivals ([see story](#)).

