

APPAREL AND ACCESSORIES

Fendi fetes friendship, Baguette as timeless

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Fendi's new film series is set in Shanghai and Hong Kong. Image credit: Fendi

By SARAH RAMIREZ

Italian apparel and accessories label Fendi is celebrating friendship and fashion in a playful new video series centered on its iconic Baguette.

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The new #BaguetteFriendsForever episodes feature a group of girlfriends enjoying shopping, dancing and spending time together with their favorite accessories by their side. The series reintroduces a classic "It" bag to a new audience of affluents who have embraced the logos and silhouettes that initially found popularity in the 1990s.

"The series is unique because the Baguette is the focal point of the videos," said Kimmie Smith, celeb fashion stylist and cofounder, creative and style director of [Athleisure Mag](#), New York. "We see it in a number of lifestyle settings that showcase the versatility and the ease of this iconic structure of the house's bag.

"We are able to see how coveted this bag is when it comes to taking it out throughout your day and how it exists being more than just a bag," she said.

Ms. Smith is not affiliated with Fendi, but agreed to comment as an industry expert. [Fendi](#) was reached for comment.

Fendi BFF

In the first episode, Fendi announces that the Baguette is back. Set in Shanghai, the film begins with four women shopping at a Fendi boutique.

Colorful Baguettes are on display and capture the group's attention. They each purchase their own handbags and in the next scene show off their new Fendi pieces in a luxury high-rise apartment.

Fendi brings the Baguette to a whole new audience in its #BaguetteFriendsForever series

In addition to the Baguettes, which are quilted and comes in pastel shades, metallic layers and other Fendi logo products are shown.

The young women dress up for a night on the town and arrive at a club. When the bouncer asks them to open their bags for security, one woman replies indignantly, "This is not a bag, it's a Baguette."

They sing karaoke, drink cocktails and leave a message in lipstick on the bathroom mirror: "Baguette."

In the next episode, another quartet of girlfriends is enjoying lunch in Hong Kong. As the meal ends, one woman realizes that she has misplaced her Baguette.

The women take off into the city and begin the search for the missing Baguette. They ask passersby if there have been any sightings of the handbag.

In one sequence, the women speak directly to the camera and hold up their own Baguette bags, describing their friend's denim version.

[View this post on Instagram](#)

Call off the search: the #FendiBaguette is back, big time. #BaguetteFriendsForever Feat. @dizzydizzo, @yoyokulala, @hikari, @peggygou_ and @kevinstarkchu More on @fisforfendi

A post shared by Fendi (@fendi) on Jan 29, 2019 at 12:17am PST

A group of girlfriends are on the lookout for a lost Baguette

As in the first installment, a man tries to help and asks if they are searching for a bag. The group quickly corrects him and remind him they are looking for a Baguette.

Finally, the protagonist remembers she left her Baguette at the Fendi boutique while they were browsing, and they rush off to recover it.

A soon-to-be-revealed third installment will take place in New York.

Fendi friends

Not only is Fendi bringing its famed Baguette to a different environment, but it is also showcasing friendship and

close ties in the process.

Previously, Fendi gathered famous families for a campaign that centered on its Peekaboo handbag.

The campaign featured 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 emphasized the importance of family and the relationships built between women, reflecting Fendi's own familial ties ([see story](#)).

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

#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.

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 ([see story](#)).

"Fendi is an iconic brand and one that has items that are staples of the house," Athleisure Mag's Ms. Smith said. "Baguettes amongst friends is a great way to enhance your social group's style, which is seen through these videos."

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