

APPAREL AND ACCESSORIES

F is for Fendi draws parallels between street art, tailoring

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A new F is for Fendi effort examines different forms of craftsmanship. Image credit: Fendi

By SARAH RAMIREZ

Italian fashion label Fendi is looking to street art for inspiration in its latest "F is for Fendi" collaboration geared towards younger consumers.

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Fendi tapped British artist Sam Cox, known as Mr. Doodle, to create an installation at the brand's headquarters in Rome. The effort offers another contemporary perspective on the connections between graffiti and craftsmanship.

"By combining high fashion with urban street art, Fendi's Mr. Doodles mash-up attempts to stand-out from typical luxury fashion house advertising with a fun, playful campaign," said [Jim Gentleman](#), independent marketing consultant for lifestyle brands. "Pop art meets iconic Italian luxury no doubt an interesting mix."

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

Fendi fearless

In a campaign spanning social media and video, Fendi gave Mr. Doodle free rein to put his signature squiggles on the roof of the Palazzo della Civiltà Italiana. His color palette of black and white with yellow accents is classic Fendi.

Enormous mirrored letters were placed on the roof of Fendi's headquarters, spelling out "Fendi," "Roma" and the iconic double F logo.

Street artist Mr. Doodle takes over Fendi's headquarters

In a short film shared on Fendi's YouTube page, Mr. Doodle is seen drawing his "Spaghetti Graffiti" on every mirrored surface, as well as the rooftop's walls and barriers. Eventually, the entire palazzo is covered in his doodles.

These images are juxtaposed with footage of a young Fendi tailor, Caterina, stitching on Mr. Doodle's jumpsuit. She combines different techniques for the jumpsuit, reflecting that same experimental creativity that is seen in urban art.

Mr. Doodle also added his scribbles to a Fendi peekaboo handbag, which was made of white leather and black trim. He customized the bag with hearts, shapes and other characters, as well as the words "Fendi" and "Roma" accented

with yellow.

[View this post on Instagram](#)

@mrdoodle's street art elevated to high-fashion status, against the breathtaking backdrop of the Eternal City.
#FendiPeekaboo #fisforfendi Discover more on @fisforfendi.

A post shared by Fendi (@fendi) on Aug 8, 2019 at 9:00am PDT

Instagram post from Fendi

As Fendi continues to embrace streetwear, it has shown a new appreciation for its classic logos as well.

"Among many things, Fendi is known for its classic leather handbags," Mr. Gentleman said. "This partnership puts a new spin on the Peekaboo bag and the brand's renowned craftsmanship in a colorful, unexpected way."

Artistic appreciation

This is not the first time Fendi has taken a high-fashion look at street art.

The label has recently worked with street artist PREF.

Fendi's Roma Amor drop featured apparel and accessories for men, women and children emblazoned with a Roma Amor logo and neon accents. The brand has previously played with the drop retail concept by creating limited-edition merchandise aimed at a youthful audience ([see story](#)).

As it seeks new generations, Fendi has also been leaning on authentic and artistic approaches as part of the larger F for Fendi campaign strategy, which focuses solely on organic content that is made by millennials for millennials.

This spring, Fendi has released content to support Norwegian singer Astrid S's new song by filming a music video as part of its F is for Fendi campaign catering to younger audiences. In the film, the singer wears the Fendi spring/summer 2019 belt bag as she sings her song with striking cinematography featured in a red hue and often overlaid footage ([see story](#)).

Since 2017, Fendi has been courting a millennial audience through a dedicated digital platform that speaks to "freaks." The brand's F is for Fendi microsite and accompanying social channels are presented as collectively owned vehicles for expression and exploration, with editorial content that covers everything from places to go to personalities ([see story](#)).

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