

FRAGRANCE AND PERSONAL CARE

## Fendi launches first scented Baguette handbag

December 4, 2019



*Fendi scented Nano Baguette. Image courtesy of Fendi*

By STAFF REPORTS

Italian fashion label Fendi and perfumer Maison Francis Kurkdjian, both LVMH brands, have collaborated to launch scented leather Baguette handbags for men and women.

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This is the first time that any luxury brand has introduced scented leather to the market, **Fendi** claims.

Leather notes

**Francis Kurkdjian** has created FendiFrenesia, an eau de parfum whose leathery and musky notes reflect the nobility and fluidity of the Selleria leather, Fendi said.

The handbag will carry the same name as the scent.



*Perfumer Francis Kurkdjian working on the Fendi scented Baguette project. Image courtesy of Fendi*

The FendiFrenesia Baguette will be scented through Francis Kurkdjian's patented technique. The fragrance will last up to four years on the bag.

The bags also come with a 4ml fragrance to be reapplied, or to be worn on the skin as a traditional perfume.



*Silvia Venturini Fendi with Fendi's scented Baguette and Nano Baguette. Image courtesy of Fendi*

Fendi will display the scented leather Baguettes in the Miami Design District store. They will start selling Dec. 4 during the Design Miami fair, with the nano-size baguette will be available on Fendi.com Dec. 5.

Fendi has tapped Canadian-Swiss artist and photographer **Christelle Boul** to create a series of photographs that show the fragrance once it has been dropped on to a colored film paper, visually bringing the scent to life.

This artwork will be displayed together with the scented Baguettes starting Dec. 4 night with a launch event in the Fendi Miami Design District store.

#### *Making of the Fendi Frenesia Baguette*

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