

APPAREL AND ACCESSORIES

Fendi takes its Peekaboo bag into the wild

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Timmy Xu for Fendi. Image courtesy of Fendi

By STAFF REPORTS

Italian fashion label Fendi is promoting its floral-themed spring menswear collection by taking a key accessory to the great outdoors.

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The brand has cast Chinese actor and singer Timmy Xu as the face of its Peekaboo bag for the spring/summer 2020 season. A short film follows as the brand ambassador takes Fendi's Botanical Wonder collection back to nature.

Going outside

Mr. Xu, a Fendi brand ambassador since 2017, is known for his starring role on the Web series "Addicted." The actor is also a recording artist.

A powerful influencer, Mr. Xu was named fourth on a 2016 list of the most valuable key opinion leaders on Weibo compiled by RThree and Bomoda.

In Fendi's short, Mr. Xu wears a suit and tie and carries a Peekaboo bag. He poses on a bale of hay and strolls among trees.

The film plays with picture-in-picture editing, lending a surreal touch to the footage.

Fendi's Botanical Wonder featuring Timmy Xu

The video is being featured on Fendi's main Instagram account and its millennial-focused @FIsForFendi channel.

Fendi previously tapped into the lucrative Chinese market with a limited-edition series of Peekaboo handbags customized by a selection of Chinese social media's most popular influencers.

The Fendi China Peekaboo Project saw the brand team up with influencers from all walks of Chinese life, including artists, models, TV personalities and athletes, to create customized version of the Fendi Peekaboo bag. Each design was unique and inspired by an aspect of the influencer's life ([see story](#)).