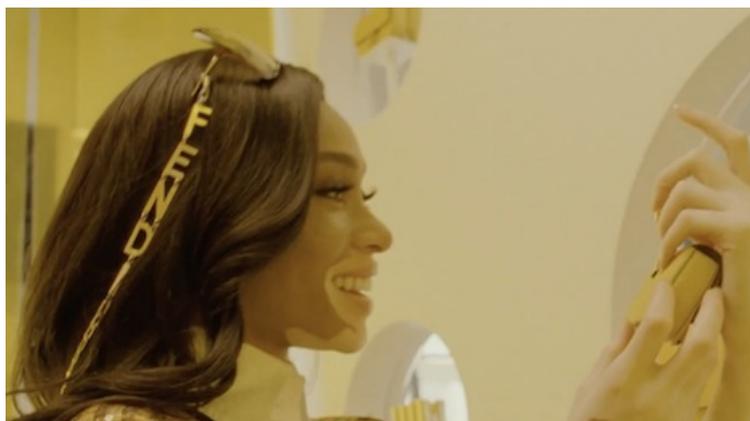


APPAREL AND ACCESSORIES

Winnie Harlow stars in Fendi's latest #BaguetteFriendsForever video series

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Model Winnie Harlow stars in Fendi's latest episode of the #BaguetteFriendsForever video series. Image courtesy of Fendi

By DIANNA DILWORTH

LVMH-owned Fendi has dropped the latest episode of its social media video series #BaguetteFriendsForever in an effort that uses highly stylized influencers to promote Baguette handbags to affluent consumers.

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The ninth installment of The Unexpected Baguette stars model Winnie Harlow and her real-life best friend, Shannon Hamilton. "It's not a bag. It's a baguette" is the tagline of the campaign that plays up the colorful range of different styles of Baguettes.

"While the original strategy behind this campaign may have been drastically different versus the new indoor reality we face with COVID-19 social distancing, it still provides an aspirational escape that may help calm nerves and provide for a much needed a mental escape," said Michael Miraflor, senior vice president at MediaLink, New York.



Model Winnie Harlow and her real-life best friend Shannon Hamilton star in Fendi's latest episode of the #BaguetteFriendsForever video series. Image courtesy of Fendi

#BaguetteFriendsForever

Fendi started the #BaguetteFriendsForever series last February when it relaunched the classic Baguette using actress Sarah Jessica Parker starring as her classic character Carrie Bradshaw from *Sex and the City*. The LVMH-owned Italian label has posted about one video per month since then.

The videos star A-list influencers, actresses, DJs and models, each celebrating friendship and a love of fashion in different cities around the world including New York, Hong Kong and Shanghai.

In each edition, a model meets with a friend or two and they share in their love of Fendi Baguettes.

In the latest episode Ms. Hamilton is in New York and Ms. Harlow in Miami when the ad opens. Ms. Hamilton decides to surprise her friend in Miami and the two adventure through town, hitting up the Fendi store, cruising their car down Ocean Drive, going to the beauty salon and dancing together under palm trees at the beach, always sporting their Baguette bags.

In the August video, real-life friends Miki Tang and Ikwa meet up at a Fendi store in Rome and try on various different handbags.

In the BFF at First sight video, Naomi and Tommy get ready for the Fendi Women's Spring/Summer 2020 Fashion Show.

In January's episode, party girls shop in the Shanghai store.

To support the effort Fendi created a Webpage for Baguette fans to choose their favorite Fendi baguette and then add a personalized message and send it to a friend.

The strategy behind this page is to get fans to interact with their friends around Fendi bags and amplify the social message.



Model Adut Akech in the Fendi spring/summer 2020 collection ad campaign shot by British photographer Nick Knight. Image courtesy: Fendi

Roman spirit

The Baguette series is part of the brand's larger ad campaign for its spring/summer 2020 collection by Silvia Venturini Fendi.

British photographer Nick Knight shot his first effort for the Roman fashion house. The campaign shows Fendi models Adut Akech, Jing Wen and Rianne Van Rompaey emerge from a dream, cavorting with expressions of borghese energy and posing on the imaginative terrace of a Roman historic palazzo furnished with multicolor retro outdoor designs.

A 59-second film embodies the sassy spirit of the Fendi campaign.

Baguette, Peekaboo and new Roma tote bags are part of the effort, showcased in a riot of interwoven motifs, embossed patterns and vibrant colors ([see story](#)).

The new video comes at a rough time for luxury, as cities are shutting down worldwide to stop the growth of the COVID-19 coronavirus.

Miami has ordered nonessential stores to close down as part of the plan to stop the spread of the virus after the city took heat for letting spring break proceed despite the COVID-19 pandemic.

Perhaps these videos will offer up a bit of an escape to viewers, giving consumers stuck at home a fantasy about what is to come in the future.

"It will be important for brands to stay active and top of mind with consumers through the current crisis, and there are many lessons to draw upon from post-2008 recovery," Mr. Miraflor said. "While we do not know how long or severe the current economic downturn will be in the west, history shows that brands who continued marketing activity through the last downturn bounced back quicker than brands that did not."

"The revenge spending currently happening in China may be an indicator that consumers may have the appetite to spend immediately after things return to normal," he said.

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