

APPAREL AND ACCESSORIES

Fendi enlists Gen Z sisters for newest #MeAndMyPeekaboo episode

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Chloe x Halle are the latest faces of #MeAndMyPeekaboo. Image courtesy of Fendi

By LUXURY DAILY NEWS SERVICE

Italian fashion house Fendi gave full creative control to R&B duo Chloe x Halle for the pre-fall 2020 iteration of its #MeAndMyPeekaboo campaign.

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American sisters Chloe and Halle Bailey have risen to prominence among Gen Z celebrities and are known for their activism and acting, in addition to their Grammy-nominated music careers. For the Peekaboo campaign, the pair were able to hand select their creative team a first for Fendi.

"#MeAndMyPeekaboo celebrates the intimate family relationships that represent inseparable bonds," said Silvia Venturini Fendi, creative director at Fendi, in a statement. "There is no more visible pair of sisters right now than Chloe x Halle."

Creative collaborators

Chloe x Halle's effort is the latest in a series of #MeAndMyPeekaboo collaborations, although their level of involvement is unprecedented.

Earlier episodes 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 emphasizes the importance of family and the relationships built between women, reflecting Fendi's own familial ties ([see story](#)).

#MeAndMyPeekaboo: Chloe X Halle

Chloe x Halle enlisted longtime collaborators for their Fendi effort. The team included director Derek Milton, photographer Julian Dakdouk, creative director Andrew Makadsi and stylist Zerina Akers.

The campaign was shot in Los Angeles and is set to Chloe x Halle's song "Busy Boy."

It begins with the sisters wearing bold yet sophisticated organza gowns at a tennis court. They strike a pose with iconic Peekaboo handbags as the song's tempo picks up.

Next, Chloe x Halle enjoy a decadent meal by candlelight while wearing oversized check jackets. As day turns to night, the film ends with the sisters going for a dip in the pool with their Fendi Peekaboos.

This season's Peekaboo has been updated with a novel accordion-frame silhouette and a new interchangeable inner pocket.

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