

APPAREL AND ACCESSORIES

Fendi names new face for global Peekaboo campaign

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Zoey Deutch for Fendi Peekaboo. Image credit: Fendi

By LUXURY DAILY NEWS SERVICE

Italian fashion label Fendi is launching its first worldwide image and video campaign for the new Peekaboo handbag.

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American actor Zoey Deutch stars in the new campaign, which spans digital and print channels. The campaign film plays off her whimsical personality to portray the Peekaboo as fun fashion must-have.

Presenting the new Peekaboo

The film begins with Ms. Deutch posing on a rooftop at dusk posing with a tan Peekaboo handbag. She dances with the bag and joyfully shows off its interior.

The Horrors' song "I See You" adds a sense of fun to the campaign.

In the next scene, Ms. Deutch is walking in Los Angeles wearing the bag looking every part a movie star. Later, she steps out of a vintage car and gleefully poses with the Peekaboo in front of a group of paparazzi.

Zoey Deutch is the new face of Fendi Peekaboo

Next, Ms. Deutch appears in a studio to be photographed with the bag.

She shakes the bag upside down, revealing several interchangeable pockets that can be snapped into the Peekaboo. These give the bag a personality, as they come in several colors and skins and can even be monogrammed.



The interchangeable inner pocket of the new Fendi Peekaboo. Image courtesy of Fendi

Finally, Ms. Deutch steps in front of the camera and the photographer instructs her to open the bag. She does so, revealing the Peekaboo's "deep smile."

Fendi's updated Peekaboo was first presented for the label's fall/winter collection this past February. It features a new accordion-frame shape and opens into a deep "U" shape to show off the customizable interior.

The luxury house has been turning to younger stars to promote the refreshed Peekaboo.

Last month, Fendi gave full creative control to R&B duo Chloe x Halle for the pre-fall 2020 iteration of its #MeAndMyPeekaboo campaign. The sisters are seen dining and even swimming with the new Peekaboo handbags ([see story](#)).

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