

APPAREL AND ACCESSORIES

Fendi embarks on campaign to celebrate artisans

October 22, 2020



Creative director Sylvia Fendi is looking to profile artisans from Italy's 20 regions. Image: Fendi

By ELLEN KELLEHER

Italian fashion brand Fendi is showcasing the intricacy of the handiwork of its artisans in a new film series focusing on craftsmanship.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

In a new series, "Hand in Hand," the house's creative director Sylvia Venturini Fendi casts light on the network of Italian craftsmen who are responsible for the various pieces in Fendi's collection. The campaign reflects Fendi's desire to evaluate its place at the end of the supply chain at a difficult time and broadcast its solidarity with its network of suppliers.

"Brands are figuring out how to present who they are while also being sensitive to the need of coming together," said Kimmie Smith, co-founder of Athleisure Magazine, Atlanta. "Fendi is an Italian house built on a rich artisanal platform and to put faces and regions next to their products shows that the house recognizes the purpose of blending the past with the present and the future."

Artisans at work

Footage from the whimsical video begins in Italy where the craftspeople who Fendi employs are based. In various shots, the artisans are pictured going about their work.

In one shot, an elderly woman is spinning thread, followed by a man softening leather strips. In a third, a woman is working on creating a tapestry on a loom on the stone floor of a Medieval building. The making of small wicker baskets is on display in a fourth scene.

The short takes a look at the artisans behind Fendi products.

"Hand in hand is a project that talks about people. It's not just about Fendi or about them. It's about us," says Ms. Fendi, who narrates the footage and is the granddaughter of Fendi's founders. "I really choose the very best. People who are doing unique kinds of things."

As part of the project, Fendi is profiling artisans who represent Italy's 20 regions.

Ms. Fendi's tone is warm as she touches on the impact of the global pandemic, which has ravaged Italy, from her seat on a couch.

Her hair now white, she looks chic in a navy suit that contrasts sharply with the marble backdrop behind her.

"Sometimes, fashion is always about the designer, but I think it's time to share the community that is behind it," she says.

Spotlighting craftsmanship

The egalitarian and populist nature of the campaign represents a change for Fendi, which at times recruits celebrities to feature in its campaigns.

In August, the Italian fashion label asked American actress Zoey Deutch to star in its first worldwide image and video campaign for the new Peekaboo handbag. The campaign film played off her whimsical personality to portray the Peekaboo as a fun fashion must-have ([see story](#)).

The campaign's introduction comes at a time when a number of brands are emphasizing craftsmanship as they invite consumers to take a closer look at the making of their wares.

French couture house Christian Dior made a connection between its fashions and fragrances by inviting consumers into the making of the wardrobe for a perfume advertisement last January, for instance.

In a spot for Miss Dior Rose N'Roses, face Natalie Portman wore a dress designed by creative director Maria Grazia Chiuri, which brings the scent to life via hand painted flowers. Putting a focus on the fashion in the fragrance effort, Dior created a short film following the process its atelier took to carefully craft the garment that acts as a centerpiece to the ad ([see story](#)).

"In order for a brand to stay relevant they need to reimagine themselves while being true to who they are," said Ms. Smith. "Fendi has iconic elements that have been passed from one generation to the next."