

APPAREL AND ACCESSORIES

Fendi puts athletic twist on #BaguetteFriendsForever series

December 16, 2020



The new #BaguetteFriendsForever ad features five gymnasts. Image credit: Fendi

By LUXURY DAILY NEWS SERVICE

Italian apparel and accessories label Fendi has enlisted a talented quintet of performers for its latest episode of the ongoing video series, #BaguetteFriendsForever.

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

The new video stars five gymnasts from the Paris Centre, performing with the classic Baguette handbag. Since silhouette was reintroduced for spring 2019, Fendi has featured the Baguette in whimsical vignettes sharing glimpses of different moments among friends.

The Baguette Dance

Set at the Paris Centre, the short follows the rehearsal of five rhythmic gymnasts. It begins with two of the performers overlooking the space from a balcony, holding their own Fendi bags.

One young woman drops her bag and it is caught by her teammate, starting the "The Baguette Dance."

Fendi meets gymnastics

The five women dance to a modern instrumental score: pirouetting, flipping, stretching and more. They wear exclusive Fendi competition uniforms, including leotards and footwear.

While they dance, the Baguettes remain the focal point alongside their athletic ability. The Baguettes are seen in several colors, including black, blush pink, red and yellow.

The campaign's director was Leon Prost and Salim Boujita was the director of photography.

#BaguetteFriendsForever shorts often showcase the bag's versatility in different settings. The playful video series began last year with several episodes featuring a group of girlfriends enjoying shopping, dancing and spending time together with their favorite accessories by their side ([see story](#)).

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.