

APPAREL AND ACCESSORIES

Fendi celebrates the power of friendship through handbags

March 29, 2021



Actress Ryoko Yonekura and model Youn-a in the #BaguetteFriendsForever campaign. Image credit: Fendi

By NORA HOWE

Italian fashion brand Fendi has unveiled the newest episode of its #BaguetteFriendsForever series, starring real life best friends Ryoko Yonekura and Youn-a.

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Set in an apartment in Tokyo, "Through the Night" is centered on the friendship between the actress and model with a special focus on the Fendi Baguette bag. In January, the brand announced Ms. Yonekura as its first ambassador in Japan.

Baguette Friends

The film opens on Ms. Yonekura in an apartment going through her closet, rearranging her clothes and accessories.

Ms. Youn-a, who is also rearranging her closet, video calls Ms. Yonekura to chat. Ms. Yonekura tells her friend that she cannot find her Baguette bag, and Ms. Youn-a picks up the white floral embroidered leather Baguette she purchased with Ms. Yonekura, and says, "This one?"

Fendi Through the Night

When Ms. Ryoko finally finds her Fendi logo canvas Baguette, she models it in front of her mirror, just like Youn-a with her bag. The two realize they are actually looking at each other, and not in the mirror.

The exciting twist embodies Fendi's motto that "nothing is impossible."

Fendi launched the #BaguetteFriendsForever series in January 2019 ([see story](#)). American actress Sarah Jessica Parker appeared as her classic character Carrie Bradshaw from "Sex and the City" in one of the early episodes.

Since then, the series has celebrated the value of friendships and the Baguette bag around the world, from Shanghai and Hong Kong to New York and Rome featuring renowned protagonists including Emma Stone, Amanda Seyfried and Winnie Harlow.



Fendi #BaguetteFriendsForever campaign featuring five rhythmic gymnasts. Image credit: Fendi

In December, one episode featured a quintet of rhythmic gymnasts from the Paris Centre. The film follows their rehearsal as they perform with the Baguette handbag, dancing to a modern instrumental score wearing exclusive Fendi competition uniforms ([see story](#)).

Brand ambassadors

While brands have been tapping notable models, actors and artists as outward facing representatives for many years, the role of the brand ambassador has shifted.

Consumers used to just flip through magazines and notice a recognizable actor posing with certain products, whereas now they can step into the minds and lives of these representatives, gaining more intimate perspectives.

French fashion label Chanel invited fans to join a dialogue about what it means to wear the brand, highlighting the new spring/summer 2021 haute couture collection. In a roundtable discussion moderated by Caroline de Maigret, several Chanel ambassadors came together after the runway show.

While maintaining appropriate distance due to COVID-19 restrictions, the women discussed the spring/summer 2021 haute couture show, as well as the care and authenticity that Chanel weaves into each of its products and how they feel wearing the brand ([see story](#)).

French fashion house Christian Dior celebrated passionate and impactful women around the world with the release of its #DiorChinUP effort, featuring several women including brand ambassadors Charlize Theron and Natalie Portman. In their personal vignettes, they spoke about what drives them to want to make a positive impact on the world, and how they have had to overcome challenges in order to do so ([see story](#)).

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