

APPAREL AND ACCESSORIES

## Fendi celebrates summer in Miami with pop-up experiences

May 25, 2021



*The Fendi Caffè offers breakfast and lunch items in an Instagram-friendly setting. Image courtesy of Fendi*

By LUXURY DAILY NEWS SERVICE

Italian fashion label Fendi is bringing its Caffè and Peekaboo Bar to its Miami boutique for a pop-up experience, coinciding with its summer capsule collection.

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Taking over the indoors and outdoors, the Fendi Caffè at OTL Restaurant is inspired by the psychedelic summer 2021 capsule, FF Vertigo. The Design District store also temporarily features the Peekaboo Bar, where shoppers can fully customize their own Mini Peekaboo handbags.

### Miami pop-up

Designed in partnership with visual artist Sarah Coleman, the FF Vertigo capsule collection puts a Seventies-inspired twist on the iconic FF logo. The warped and wavy logo, primarily in yellow and blue shades, adorns womenswear and menswear, handbags, shoes and other accessories, including a Polaroid camera and camping equipment.

The collection follows a partnership between the label and Ms. Coleman.

For last year's annual Design Miami fair, the LVMH-owned maison commissioned Ms. Coleman to reinterpret its Miami boutique and create a series of unique pieces. Three limited editions of Fendi's Peekaboo ISeeU bag also launched exclusively at the Miami boutique in late November ([see story](#)).



*The Peekaboo Bar is now open. Image courtesy of Fendi*

To celebrate the new collaboration, the Fendi Caffè has a sunny yellow FF Vertigo canopy with the bright shade splashed across walls, tables, chairs and planters. The menu includes paninis, pastries and baked goods as well as a classic cappuccino presented in special Fendi packaging.

At the Peekaboo Bar inside, shoppers can select from more than 90 different components to personalize their Peekaboo Mini.

Helping shoppers express their own personal style, Fendi has expanded the Peekaboo Bar options with new materials available in a wide range of colors, including denim, leather, satin and exotic skins. There are 35 options for the body of the bag alone and 39 choices for the handles, as well as optional add-ons including straps and covers.

The Fendi Caffè is open through July 5, while the Peekaboo Bar is open until June 3.

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