

APPAREL AND ACCESSORIES

Fendi digitizes winter capsule with Drest mobile app

December 7, 2021



Fendi has partnered with Drest to promote its winter capsule. Image credit: Fendi

By LUXURY DAILY NEWS SERVICE

Italy's Fendi is touting its winter capsule collection through a special collaboration with fashion styling game Drest.

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Players can now participate in exclusive prompts for a seven-day styling challenge on the mobile app. This is Fendi's first partnership with Drest, as the label looks for an organic way to experiment with gamification.

Fendi x Drest

Designer Kim Jones' winter capsule features marble prints, psychedelic patterns, FF motif pieces and outerwear fit for colder days. The cozy materials include cashmere, wool and suede.

The pieces will be available for players to style luxurious holiday looks on the Drest app. For accessories, users will be able to add pieces from the Fendi O'Lock jewelry collection.

Get [@DRESTstyle](#) with [#Fendi](#). Create your own look from the Fendi Winter Capsule via our new styling challenge on the Drest app. Follow the link below to enter the game. <https://t.co/Vxx1vTAPRx> pic.twitter.com/iZMatAOZsK

Fendi (@Fendi) December 7, 2021

Fendi has launched a styling challenge on the Drest app

The model avatars can also be posed against a variety of backgrounds inspired by the capsule collection.

The Fendi x Drest challenge will run for one week. Each entry will score players a virtual fashion reward.

Fendi is the latest luxury label to leverage Drest as a way to engage consumers in a unique way.

Earlier this month, two challenges featuring the new Valentino Party collection lived in Drest's home feed alongside the brand's holiday campaign.

Launched on Dec. 1, the collaboration invited Drest players to style a photoshoot and create party looks using pieces from Valentino's collection.

Launched in 2019, Drest enables users to explore the latest real-life fashion collections and take on the role of a stylist. The app's mission is to welcome everyone into the exclusive world of high fashion while fostering individual creativity and style ([see story](#)).

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