

APPAREL AND ACCESSORIES

Fendi lights up Shanghai skyline for boutique reopening

December 21, 2021



Fendi took over the Bund for a bright display in Shanghai. Image courtesy of Fendi

By LUXURY DAILY NEWS SERVICE

Italian fashion label Fendi has celebrated the reopening of its Shanghai store with a dazzling light display.

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Fendi reopened its flagship boutique at Shanghai Plaza 66 this month, as luxury labels continue to invest in unique, in-store experiences. To mark the occasion, Fendi illuminated giant screens on the Shanghai waterfront for a bright, tech-forward out-of-home display.

Lighting up

The light display took place at the Bund in Shanghai, the city's historic waterfront district, on Dec. 18.

Forty-five screens were lit up in Fendi's typography and signature yellow shade, which itself is inspired by Roman sunsets. In addition to the Bund skyscrapers, Fendi also took over the LEDs of the twin towers at Shanghai Global Harbor and Beijing's Jingxin Building.

The festive display comes a month after a similar out-of-home effort from Fendi.

On Nov. 19, the house took over the digital billboards in New York's Times Square, leaving the area glowing in yellow.

Fendi's iconic Roman yellow, inspired by sunsets over the Eternal City, lights up the night sky in Times Square, New York City. [#Fendi pic.twitter.com/eL0ihuZNPR](#)

Fendi (@Fendi) November 19, 2021

Fendi also lit up Times Square in November 2021

Luxury brands looking to make a splash in China have increasingly turned to flashy out-of-home displays.

Korean automaker Genesis celebrated its arrival in China with a world-record-setting drone show above Shanghai.

In March, Genesis mobilized more than 3,200 illuminated drones for a nighttime performance over the city. The automaker's first event in China shared its brand story to help the audience become more familiar with Genesis ([see story](#)).

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