

APPAREL AND ACCESSORIES

Fendi taps Adwoa Aboah for high-flying Peekaboo vignette

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Adwoa Aboah flies over Rome with her Peekaboo. Image credit: Fendi

By LUXURY DAILY NEWS SERVICE

Italian fashion label Fendi is taking flight for its new Peekaboo campaign.

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Helmed by Italian director Luca Guadagnino, the new vignette stars British model Adwoa Aboah as she gracefully floats above Rome. The surreal effort recalls an elegant incarnation of feminine heroes such as Wonder Woman and Mary Poppins.

Peeking from above

The film, which captures the soft and colorful light of the early morning, is set to the operatic song "Let's Walk."

The introspective duet is from the musical *The Light in the Piazza*, which is set in Italy. Lyrics such as "When we are at a certain age/We almost fall on purpose" and "Fall with all our might/And then it is alright" set a thoughtful and empowering tone for the campaign.

Adwoa Aboah stars in the new Fendi Peekaboo campaign

As she slowly flies over Rome, Ms. Aboah passes over landmarks such as the Forum. In one scene, the model delicately skips on a rooftop, while another shot shows her using her Peekaboo to lift her back into the sky similar to how Mary Poppins uses her umbrella.

All the while, Ms. Aboah's sophisticated clothing and Peekaboo handbags magically change, revealing a glimpse at Fendi's new Peekaboo ISeeU Petite and the Peekaboo ISeeU Micro sizes and colorways.

Finally, Ms. Aboah dressed now in a black, draped dress with a matching Peekaboo lets the handbag guide her to Fendi's Roman headquarters. The camera tilts down for an appreciative look at the Palazzo della Civiltà Italiana and the model wanders down the steps for the final scene.

Joining Mr. Guadagnino and Ms. Aboah for the campaign were creative directors Ronnie Cooke Newhouse and Karl Bolander, as well as stylist Julia Sarr-Jamois.

The Oscar-nominated director frequently collaborates with luxury brands on cinematic campaigns. In addition to

Fendi, Mr. Guadagnino has worked with recently worked with British automaker Aston Martin ([see story](#)) and Italian fashion label Salvatore Ferragamo ([see story](#)).

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