

APPAREL AND ACCESSORIES

Fendi offers consumers ultimate custom experience with Peekaboo Bar

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The made-to-order pop-up Peekaboo Bar will be open until April 20. Image courtesy of Fendi

By LUXURY DAILY NEWS SERVICE

Italy's Fendi is offering consumers an opportunity to tap into their own creativity with a new Peekaboo Bar in Las Vegas.

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The made-to-order pop-up Peekaboo Bar will be open from April 4 to April 20, inviting shoppers to customize their own Mini Peekaboo Bag. The Peekaboo bag is a renowned symbol of the house, reflecting the maison's commitment to craftsmanship and creativity.

Your very own Peekaboo

The Peekaboo Bar is located at the Fendi boutique in The Forum Shops at Caesars Shopping Center.

At the bar, consumers will be able to experience Fendi's craftsmanship and creativity taking the entities into their own hands.



Material options include denim, leather, patent, shearling and exotics. Image courtesy of Fendi

Clients will have the opportunity to mix and match four main elements of the Mini Peekaboo, creating their own bespoke version. Shoppers can customize the body of the bag, the handle and additional features, with more than 60 components to choose from in a setting that offers a caf feel.

Some material options include a range of denim, leather, patent, shearling and exotics. The Peekaboo handles are available in several color combinations and materials, including leather, shearling, plexiglass and crocodile.

A Defender cover is also available for their custom bags, available in several colors in embossed satin. Clients may also choose from a selection of 8 different Strap You options with the Fendi FF logo to complete the bag.

Fendi has had an exciting 2022 so far, introducing creative concepts and new boutiques.

Earlier this week, Fendi debuted its first boutique dedicated to its Casa collection as the label prioritizes its home furnishing offerings.

The Fendi Casa flagship boutique is now open in Milan's Piazza della Scala, near the city's fashion district. Last spring, the LVMH-owned brand had reprioritized Fendi Casa through a joint venture with high-end interior design group Design Holding ([see story](#)).

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