

APPAREL AND ACCESSORIES

Fendi explores the history of its iconic Peekaboo bag

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The Fendi Peekaboo bag is a house staple. Image credit: Fendi

By LUXURY DAILY NEWS SERVICE

Italian fashion house Fendi is guiding audiences through the making of its recognizable Peekaboo bag in an interview with Silvia Venturini Fendi, artistic director of accessories and menswear.

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Now an iconic piece of the Fendi house, the Peekaboo bag was first conceptualized and presented in a collection in 2009. In a short interview campaign, Ms. Venturini Fendi shares what the bag means to her and what inspired her work.

"I wanted to work on a bag that only real leather goods makers could do," she says. "It is another version of a great classic."

Timeless accessories

In the years since the bag was first introduced, the brand has shifted its shape and size a number of times, bringing customers the same Fendi details and quality in various forms.

B-roll footage shows some of the different iterations of the Peekaboo, emphasizing its versatility.

Silvia Venturini Fendi designed the first Peekaboo bag for a 2009 collection

"Over the years we have created many versions small, medium, large, horizontal, vertical," Ms. Venturini Fendi says. "When you have your Peekaboo bag you feel sure of yourself."

"This bag says Fendi without any logo," she says. "Peekaboo goes beyond design it is a bag that I like to consider timeless, and one that will stay in our history forever."

In celebrating the Peekaboo bag, Fendi offered consumers an opportunity to tap into their own creativity with a Peekaboo Bar in Las Vegas, which closed on April 20.

The made-to-order pop-up Peekaboo Bar invited shoppers to customize their own Mini Peekaboo Bag a renowned symbol of the house, reflecting the brand's commitment to craftsmanship and creativity ([see story](#)).

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