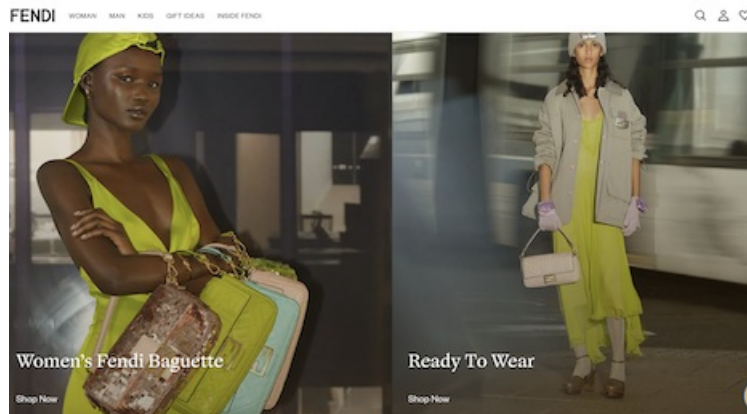


APPAREL AND ACCESSORIES

Fendi, Bambuser expands video commerce relationship

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Fendi is seeking to increase video commerce revenue. Image credit: Fendi

By LUXURY DAILY NEWS SERVICE

LMVH-owned Fendi is extending its "One-to-Many" partnership with live shopping software-as-a-service company Bambuser, expanding video commerce into key markets across the globe.

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Fendi's first foray with One-to-Many was in 2021, where it showed video of its then-upcoming collection to a select group of clientele. New markets will include Australia, United States, United Kingdom, Italy, Germany, Japan and Hong Kong.

"We are honored to continue to grow our partnership with Fendi as they expand their video commerce across the globe," said Maryam Ghahremani, CEO of Bambuser, in a statement.

Screen time

This is not the first step that **Fendi** has made toward incorporating digital culture.

In September, Fendi joined with social media platform Meta for a project that featured augmented reality. Participants were invited to interact virtually with the Fendi showcase and to participate in a virtual treasure hunt.

Additionally, the experience, enabled by Meta's Sparks AR Technology, transported players to a virtual archaeological site where they chose pieces from among the digital rubble to piece together the image of Fendi's Faster sneaker.

With the continued One-to-Many collaboration, Fendi counts itself among the more than 300 companies in 56 countries that rely on **Bambuser** for live commerce.

"We have a track record of catering to enterprise companies in the luxury industry, where exclusivity, client experience and details of product craftsmanship receive the same care and attention through video as it would in store," Ms. Ghahremani said in a statement.

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