

APPAREL AND ACCESSORIES

Fendi covets classics for 'In Love With My Peekaboo' campaign

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Naomi Campbell holds the brand's Peekaboo handbag in a campaign shot by David Sims. Image credit: Fendi

By AMIRAH KEATON

Italian fashion house Fendi is inviting audiences in for a celebration of modern artisanal excellence.

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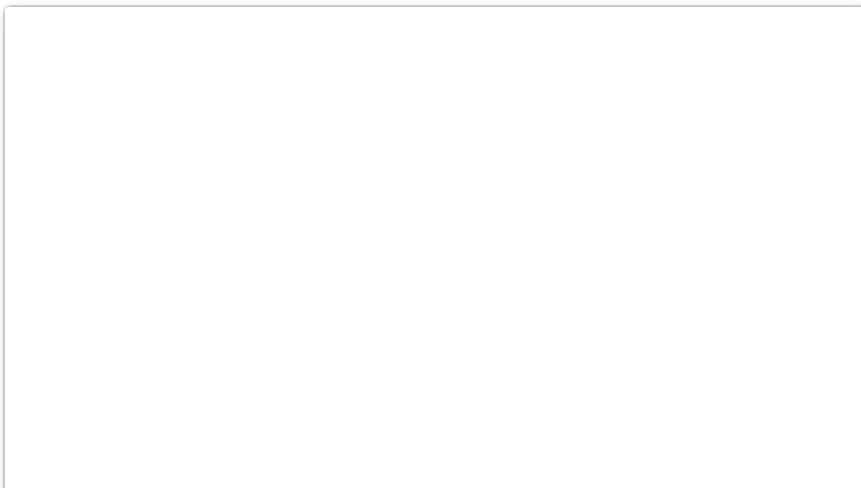
Out now, the brand's "In Love With My Peekaboo" campaign stars an iconic handbag silhouette and talent who, herself, embodies similar notions of timelessness. Artistic director of accessories and menswear Silvia Venturini Fendi speaks to the meteoric rise of Peekaboo, highlighting the handbag's minimalist design and enduring appeal amid a trend-driven era.

Ready-to-wear, here to stay

Introduced in 2009, Fendi's mainstay handbag has balks fads since the beginning.

Largely logo-less, with the exception of a small-scale label positioned upon the twist-lock of the trapezoidal selection, the accessory features fine nappa leather, precious hardware and customizable detailing.

The iconic item can be worn by hand, or on the shoulder with the addition of an adjustable shoulder strap.



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A post shared by Fendi (@fendi)

The brand's Peekaboo selection has stood the test of time in more ways than one, a testament to the level of Italian craftsmanship involved as part of the product's formation. Fendi's creative director lends more color to this concept in a campaign video.

"We presented the first Peekaboo in a collection in 2009," says Ms. Fendi.

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

The leader then delves into merchandising strategy, discussing the progression of the brand's Peekaboo offering over the years.



Fendi's May 2021 "Peekaboo Bar" pop-up in Miami. Image courtesy of Fendi

The handbag has been replicated at scale in varying colors and patterns, with special editions sprinkled throughout.

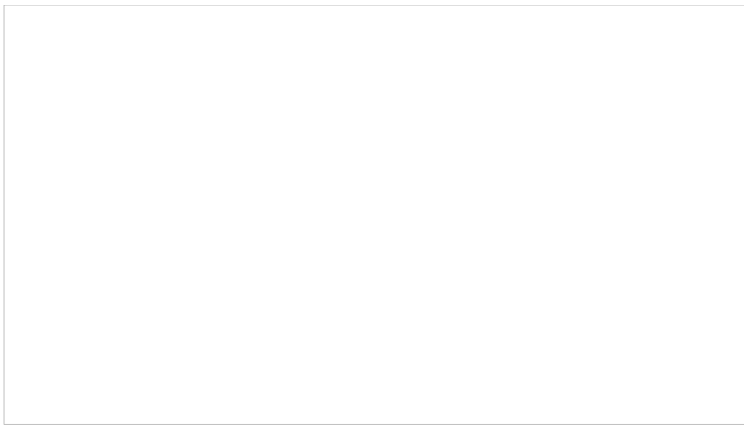
"When you have your Peekaboo, you feel sure of yourself," she says.

"This bag says Fendi without any logo to me."

Frozen in time

British fashion photographer David Sims, responsible for lensing a number of classic images over the course of his career, continues his reign by taking part in Fendi's campaign, plus a few others the creative's work endures and is still catching the industry's eye today.

At the top of this year, the talent put his skills to the test in an effort to promote French fashion house Saint Laurent's spring/summer 2023 menswear assortment, centering unusual subjects in a cinematic crossover of epic proportion ([see story](#)).



Danish film director Nicolas Winding Refn attempts to aid in a redefinition in the #PradaSS20 men's campaign shot by David Sims. Image credit: Prada

When Italian fashion brand Prada chose to continue the "Touch of Crude" narrative with an all-star cast Vincent Cassel of "Black Swan" and Letitia Wright of "Black Panther" included Mr. Sims aided in officiating imagery ([see story](#)).

Fendi's campaign is not the first occurrence in which Ms. Campbell and Mr. Sims have crossed paths ([see story](#)). The duo's presence, both for "In Love With My Peekaboo" and amid high fashion spaces, has proven long-lasting as well.

"I think that Peekaboo really goes beyond design," Ms. Fendi says.

"It's a bag that I like to consider timeless," she says. "It's a bag that will stay in our history forever."

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