

APPAREL AND ACCESSORIES

Fendi Peekaboo bag gets familial lift from Kate, Lila Moss

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Originally released in 2009, the brand is positioning the Peekaboo bag for intergenerational appeal with its latest campaign. Image credit: Fendi

By ZACH JAMES

Italian fashion house Fendi is looking to legacy luxury talent to uplift an iconic purse.

With the first campaign launch season of the year in full swing, the maison is the latest to add its hat to the ring, tapping famed British model Kate Moss and her daughter, fellow model Lila Grace Moss. Representing the Peekaboo bag, a variety of well-known industry icons are behind the initiative, with the brand's creative director of accessories, menswear and children's apparel, Silvia Venturini Fendi, leading the marketing endeavor.

"Any generational schism in the affluent space is minuscule compared to the mass market," said Chris Ramey, president of [Affluent Insights](#), Palm Beach.

"Sophistication, tradition and brands transcend eras," Mr. Ramey said. "Fashion that is not fleeting attracts a more sophisticated buyer."

Mr. Ramey is not affiliated with Fendi, but agreed to comment as an industry expert.

Haute handbag

Released across social media pages, the brand's website and other channels, the Peekaboo x Moss family campaign showcases the two famous models with the iconic bag.

Originally shown off on the runway in 2008, the handbag has since become a Fendi staple, both to Ms. Fendi herself and to the many celebrities that sport the accessory this demographic is displayed in the new advertising.

The Moss family is at the core of the new initiative

Silvia Venturini Fendi inherited the company from her mother and the maison's founder Anna Fendi. Her grandmother, Adele Fendi, was also a fashion designer in her time, creating a lasting familial tie to the industry.

This kind of historical baggage, so to speak, could be missing from the 15-year-old Peekaboo product line, a relatively short period in the luxury landscape, despite recent efforts to cement its status ([see story](#)).

To remedy this, Kate Moss and Lila Grace Moss are brought in to create a parallel to the Fendi story.

Pictured alongside each other, the mother and daughter don matching turtleneck outfits as they carry various versions of the Peekaboo bag. Shot by acclaimed British fashion photographer Craig McDean, the visuals have a classical high-end feel, with a bright white background and a split focus between the talent and the totes.

The powerful mother-daughter bond between Kate and Lila Grace Moss is captured by photographer Craig McDean for the [#FendiPeekaboo](#) campaign.

Created by Silvia Venturini Fendi, the iconic Peekaboo features in [#FendiSelleria](#) craftsmanship Cuoio Romano leather in a soft natural pic.twitter.com/XW47eZMfEU

Fendi (@Fendi) [April 5, 2024](#)

Instead of modeling new releases, the duo displays the “timeless” Selleria renditions, which come in black, dove gray and coffee-colored hues. [Ranging](#) in price between \$5,800 and \$5,900, the handbags are positioned as products that should be handed down from generation to generation in the initiative.

Intergenerational appeal

With the release of the new Peekaboo campaign, Fendi has found itself in the middle of a few ongoing trends in luxury.

Tapping both Kate Moss and Lila Grace Moss brings the brand in closer company with Italian fashion house Armani ([see story](#)) and French fashion house Chanel ([see story](#)). Both have recently enlisted the children of prominent A-listers.

American actor Patrick Schwarzenegger and French-American actress Lily-Rose Depp, respectively, starred in prominent slots for the companies this year.



Family brings aspirational and core luxury consumers together. Image credit: Fendi

“Family is relatable and it elicits emotion,” Mr. Ramey said.

“A-listers augment the brand, particularly in categories that can be lower priced.”

This trend comes as the old guard of CEOs ([see story](#)) and creative directors ([see story](#)) vacate their posts, making way for a new generation of talent across the spectrum to pick up the torch, whether behind the scenes or in front of the camera.

This up-and-coming crowd could appeal to a large swath of consumers, both aspirational and otherwise, as recognizable faces help luxury transition into its next era.