

INTERNET

Fendi flaunts fall handbag line via Rome-set spy flick

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By TRICIA CARR

Fendi is romanticizing its fall handbag line and Italian roots through an exclusive short film in which its 2Jours bag has a starring role.

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Luxury Daily

The chic female lead in the label's new "Romance 2Jours" film uses her 2Jours bags as props during a seemingly top-secret exchange with another woman. The video's nondiscriminatory silent storytelling technique could give the label a boost on a global level.

"I think the film brings out the versatility of the Fendi handbags, and vividly allows the viewer to imagine how the handbags might fit with different looks and feels," said John Casey, founder of [Freshfluff](#), New York. "The film gives the handbags personality.

"The first handbag shows playfulness, the second intrigue, the third danger and, finally, glamour," he said. "It is a unique way to match the handbags with a certain look that a shopper might aspire to.

"Also, while the handbag story is being told, Fendi is able to highlight its apparel and accessories through the wardrobes of the actresses, suggesting looks that complement the handbags."

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

Fendi did not respond before press deadline.

Italian mystery

The Roman backdrop, engaging story line and fashion-forward wardrobe portrayed in the *Romance 2Jours* film help it to show a particular lifestyle to which consumers can aspire.

The film begins by showing a woman getting dressed in her apartment. The space is filled with period furniture and décor.



Video still

The video is set to jazz music.

The woman leaves her apartment with a note that is tucked into one of her 2Jours handbags.



Video still

She meets another woman atop a circular set of stairs that give a view of the city. She places her handbag next to the other woman's 2Jours handbag.

But, when the protagonist leaves, she intentionally takes the woman's handbag instead of her own.



Video still

The female character then meets a car. Inside is another 2Jours handbag.

She transfers a pearl necklace from one handbag to the other and leaves the car with the new handbag.



Video still

Back in her apartment, the woman removes a key from the bag before she stashes it in a closet.

In the next scene, the woman is wearing an evening look.



Video still

The film ends as the woman is entering a room filled with red lanterns and a patchwork 2Jours handbag.



Video still

Curiously, Fendi is housing the short film only on its Web site. As of press deadline, the video was not available on Facebook or YouTube.

Fendi raised awareness for the video in an email campaign sent last week. The email showed a still from the video and the subject told recipients to “watch the exclusive film.”

Introducing
**ROMANCE
2JOURS**

FENDI

Rome is the charming set of the new spy-fashion movie, where the 2Jours, the ultimate must-have Fendi bag for the Fall/Winter 2012-13, has the leading role

Email

Reeling them in

Fendi is not the only luxury marketer tapping affluent consumers' interest in film to push products and the brand lifestyle.

For instance, Italian label Prada presented “A Therapy,” a short film starring Helena

Bonham Carter, a psychiatry patient, and Ben Kingsley, her psychiatrist, that demonstrates how the brand's items are recognizable and coveted by everyone.

The film was directed and co-written by French-Polish film director Roman Polanski and premiered at the 73rd Cannes International Film Festival May 21 before a showing of a restored version of his 1979 film called "Tess."

A purple Prada fur jacket is the centerpiece of the film and, by showing a man fixated on a woman's item, the label is pushing its idea that "Prada suits everyone" ([see story](#)).

In addition, French jeweler Cartier's branding venture in the first quarter involved the sharing of its new short film "L'Odyssée de Cartier" via the brand's Web site, television advertisements and multiple digital channels to give luxury consumers a look at the history behind its products.

The film centers on the journey of a panther while showing some of Cartier's timeless jewelry and watches in settings such as India, Russia and France that serve as inspiration to the brand ([see story](#)).

Also, Starwood Hotels & Resorts' Luxury Collection drew eyes to its properties through an original film called "Here" starring actress Agyness Deyn. It debuted during a private screening and was pushed via digital networks.

The 15-minute film follows Ms. Deyn on a journey that takes her to three of the Luxury Collection properties in the United States ([see story](#)).

Video is a marketing technique that grabs the most attention from online shoppers, per Mr. Casey.

"Short, mysterious and engaging films like Romance 2Jours are such a better way to capture the attention of the digital shopper," Mr. Casey said.

"The story captures the viewers' attention, aligning the bags with a look, all the while featuring other items from the Fendi line which allows all of these products to come to life so much more than a simple print ad or commercial might be able to convey," he said.

Final Take

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