

MULTICHANNEL

## Fendi portrays creative side through Design Miami collaboration

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By SARAH JONES

Italian fashion house Fendi is showcasing its latest artist collaboration with Maria Pergay for Design Miami with digital content highlighting the event.

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Fendi's "Fendi and Design" Web page features videos and an interview with the artist, who created a home furnishings collection for the fashion house, entitled Metamorphosis. By featuring the side of the Fendi brand that works with artists, the brand is able to position itself as creative.

"By dedicating a section of its Web site to designer Maria Pergay, Fendi is clearly trying to communicate the correlation between the artist's creative vision and the brands adherence to top-notch design values," said John Casey, senior vice president of [Havas Public Relations](#), New York.

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

[Fendi](#) was unable to comment before press deadline.

Design duo

Fendi's design page tells consumers that its relationship with design dates back to 2008

when the brand first appeared at Design Miami.

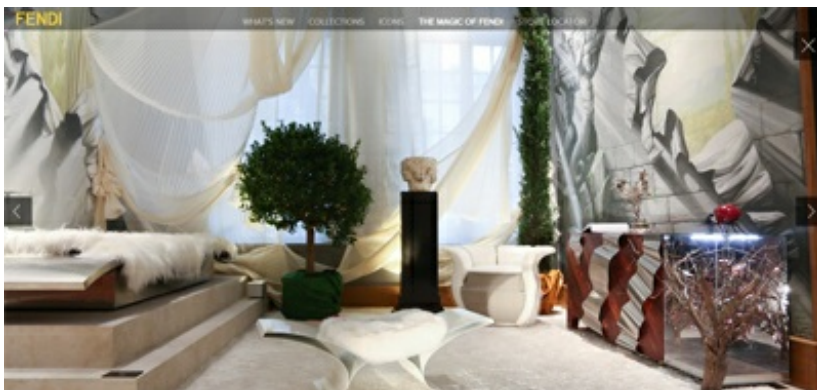
Below the introduction are multimedia elements showing Fendi's various design collaborations, the first of which showcases this year's Design Miami show.

The most recent video flashes between the event and images of Ms. Pergay's creations and party guests, briefly showing music producer Pharrell Williams.



*Video still*

Fendi has also included a photo gallery of the pieces Ms. Pergay created for the brand. In line with the brand affinity for fur, some of Ms. Pergay's design items have fur incorporated, such as a set of chairs and a bench.



*Maria Pergay for Fendi*

When a user clicks on the Maria Pergay for Fendi tile, additional contents overlays.

At the top of this page is a slideshow with images from the installation, as well as a photo of accessories director Silvia Venturini Fendi and Ms. Pergay sitting in chairs from the collection.

Below that is a video that shows the process behind the collection, with interviews with Ms. Pergay, Ms. Fendi and Fendi CEO Pietro Beccari. Ms. Pergay is seen overseeing the construction of a steel flower, talking about the striking contrasts between nature and the hard materials used.



### *Video still*

The two women talk about the project, and of the similarities in their design aesthetics. Ms. Pergay says that they both have a passion for experimentation and excellence.

Ms. Fendi tells Ms. Pergay how much she has admired her work.

Throughout the Web page, Fendi includes options for users to share the content on social media.

### *Art partners*

Fendi has previously used its Web site to educate consumers about what its brand stands for.

In an interesting twist of enlivening its narrative, Italian fashion house Fendi is telling the story of its history as a furrier through a traveling exhibit that recently made its way to Beijing, itself a clear recognition of China's growing clout in the luxury market.

To coincide with the exhibit, the brand has created a page on its Web site that features content from the show with multimedia elements, including photos, sketches and videos of iconic Fendi fur pieces. The Web site will likely build excitement as viewers wait for the exhibition to arrive at a city near them, and will give those users who cannot travel to one of the exhibit locations the opportunity to participate and learn about the brand ([see story](#)).

The intersection of contemporary art and luxury has always been hectic with shout-outs and an atmosphere of grandeur, but when the two fields merge through collaborations, can tangible value be gleaned?

Brands are able to highlight their devotion to craft and innovation by borrowing an artist's aesthetic, but such maneuvers can have the unintentional consequence of downplaying the quality of that brand's own hard-earned aesthetic. Also, commercialization of venerated artists may jeopardize the aura of ultra-exclusivity that has driven art sales at both auctions and fairs to all-time highs ([see story](#)).

In this case, the choice of artist seems to fit well with Fendi's brand.

"The Maria Pergay images do a good job in explaining the brand's connection to design, and the video helps position Fendi as an art and design trendsetter with a 'hip' factor," Mr. Casey said.

"The effort is an effective collaboration," he said.

Final Take

*Sarah Jones, editorial assistant on Luxury Daily, New York*

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