

INTERNET

## Fendi prepares drones to film fashion show live-stream

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By SARAH JONES

Italian fashion house Fendi is giving consumers a different view of its runway show live-stream on Feb. 20 through high-definition cameras attached to drones.

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In addition to the standard view of the runway, consumers watching the brand's fall/winter 2014 show on Fendi's Web site during Milan Fashion Week will have the ability to switch to the camera angle of the aerial drones. This new way of filming the runway show will allow viewers at home to have a unique experience and feel more a part of the action, as they can switch vantage points.

"Fendi has always been synonymous with creativity, quality and innovation," said Pietro Beccari, Chairman and CEO of **Fendi**. "Using this technology on the catwalk will allow us, once again, to be pioneers in our field and projected towards the future.

"For the first time ever our fans will have the opportunity to see a fashion show as never seen before," he said. "It will be a complete, immersive and unprecedented experience that will let the audience to experience the Fendi fashion show in a very captivating way.

"This is not just a fashion show in live streaming. It is a unique experience thanks to this new technology that will make the difference."

## Different perspective

Fendi worked with the Google creative team to develop the concept, and the brand got the drones from Parrot.



*Fendi drone hovering above the runway*

During the runway live-stream beginning at 7:30 a.m. EST, consumers will be able to watch the live footage on Fendi.com. As they are watching, fans can switch between the four or more cameras flying in the air to see different angles of the runway.

After the show, the live-stream will be available for replay along with the drone footage. Following the show, there will also be content about the genesis and creation of this drone-enhanced runway show, including a making-of video.

In **Women's Wear Daily**, Mr. Beccari assured that the drones would not be a distraction or disturb the show for physical attendees. Mr. Beccari also noted that this is part of a larger digital strategy by Fendi to reach a younger audience.

The fashion brand has teased the “drone cameras” on social media, starting a countdown to the show and using plays on words like “fly over” and “on air.”



Fendi

Yesterday · Edited

The countdown has started for a unique and revolutionary experience.

Fly over the Fendi Fall/Winter 2014-15 Fashion Show live on <http://www.fendi.com/> on February 20th.



*Facebook post from Fendi*

Consumers who click the links in the social media posts are taken to Fendi's Web site where they can sign up to be reminded about the live-stream, as well as to start receiving emails from the brand. They can also add the event to their calendars with one click.



*Fendi email sign-up*

Attracting eyeballs

Live-streaming shows has become convention for fashion brands and it is taking more

creativity to stand out and attract viewers. During New York Fashion Week, a number of labels chose either elaborate staging or enhanced digital content to gain interest among consumers.

For instance, French ski wear label Moncler opted out of the typical runway show again for its Grenoble fall 2014 presentation, choosing to place a 60-piece chorus in lit boxes on stage at the concert hall Hammerstein Ballroom in New York.

For Moncler's previous shows in New York, the brand has staged a flash mob at Grand Central Terminal with 200 models and had models skate choreographed steps across Wollmann Rink in Central Park. While the spectacle of this performance kept viewers' attention both in-person and online, the fashion may have gotten lost in the process ([see story](#)).

Also, U.S. fashion brand Diane von Furstenberg is partnering with American Express on a year-long series of events exclusively for the credit card company's cardholders as part of an ongoing campaign to celebrate the 40th anniversary of the brand's wrap dress.

The partnership began with a live-stream of DVF's fashion show, hosted on both the fashion label's Web site and American Express Unstaged, which brings events to the company's registered members through online video. By teaming up with American Express, DVF has access to affluent individuals looking to purchase its apparel and accessories ([see story](#)).

With fashion brands vying for consumers to view their fashion shows, this may help Fendi stand out from its competitors, due to the buzz.

"Live-streams have become an important media platform for many fashion brands, allowing to showcase technology innovation," said Yuli Ziv, founder/CEO of [Style Coalition](#), New York. "By being the first brand to utilize drone technology in their show, Fendi positions itself as an innovator.

"Drone technology allows new way to experience the show, making it highly interactive for the consumers watching at home," she said. "Fendi is obviously targeting the press with this newsworthy item, that will have both fashion and tech communities talking."

"The drone experience will be hard to top and I'm sure will make Fendi stand out among live-streams, which are now a standard in the industry. Multiple vantage points and interactivity powered by users is a new exciting way to experience any live events, but Fendi is the first to take it to the runway."

Final Take

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

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