

INTERNET

Fendi showcases design details in menswear collection with social video

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By SARAH JONES

Italian atelier Fendi filmed a sun-filled social video to present details of its spring/summer 2014 collection as it appears in retail.

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Fendi's "Solstice" shows a man in multiple tailored outfits sitting on sandy terrain as the sun grows in strength. The desert setting reflects the inspiration of the collection, as well as showcasing the collection's application for everyday life.

"The Solstice video highlights the main theme of the Men's spring/summer 2014 collection—the desert," said Pietro Beccari, chairman and CEO of **Fendi**.

"The collection is inspired by the sand dunes and hot climate indigenous to the desert landscape and which is reflected in the prints and colors used throughout collection," he said. "The video takes viewers on a journey through the desert with the film's animation used to highlight the details and craftsmanship of the collection.

"We strongly believe in our men's collection and so it is natural to highlight it creatively in a digital video that can reach out to a wide audience through our Web site and social media."

Sun ray

Fendi's video begins by setting the scene, showing an ordinary door with a threshold of sand leading to it. The setting is originally dark, but then light brightens the door.



Video still from "Solstice"

A man, who Fendi describes as a “tireless wanderer,” in a tan suit is seen sitting on the sand, his back against a wall. The film shows him getting into his position, placing his bag next to him while he sits.

The camera pans to show the details of his tie and neckline of his shirt, and then changes angles to focus on the buttons on the cuff of his sleeve.



Video still from "Solstice"

As the man puts his hand on his neck, feeling the warmth of the sun, the camera gets a close-up of the yellow leather detail on his coat collar. The viewer then sees that he is wearing a different outfit, this time a khaki trench coat with navy pants and crew neck shirt.

The shot changes and he is seen walking backwards in the sand, ending with a shot of him sitting on the stairs inside the open door.



Video still from "Solstice"

A third look, with a leather jacket, is shown while the model lounges outside.

After a series of close-ups, the camera shows him in the same outfit again, as he picks up his bag and gets up. The final shot is of the deserted door with the light fading.

Fendi posted "Solstice" to social media, and is also featuring it on the homepage of its Web site. Clips of the video automatically play as the consumer looks at the menu items on Fendi's homepage.

"This video reminds the shopper or wearer that Fendi is a full lifestyle brand with a number of components that can be worn together or separately," said Kimmie Smith, accessory expert and co-founder/creative director of [Accessory2](#), New York.

"They are uncomplicated and easy to wear in any situation designated by him, as well as subliminally stating that the same is true for a woman who is looking to enhance her closet," she said. "It also reminds the viewer via close up shots that this easy sense of style is highly detailed and reminds them of the origins of the brand in terms of its high quality.

"The collection is the true star of this segment. No words are needed and the destination is completely irrelevant as the clothes and accessories speak for themselves. The person who wants this distinguished look with such ease will focus on Fendi for an enhanced lifestyle."

Menswear focus

Fashion brands are starting to put more focus on their menswear lines, reflecting the growing interest among male consumers.

For instance, Italian fashion brand Valentino opened a new Paris flagship store dedicated entirely to menswear to create a shopping destination for sartorially-inclined men.

The new flagship is the first to feature the Valentino Uomo store concept, which is less decorated than the brand's other stores that carry a mix of lines, taking inspiration from swimming pools. By creating a space specifically for men, Valentino was able to create a space filled with décor and a layout suited to its menswear ([see story](#)).

This film comes at a time when Fendi is putting a lot of focus on its male consumers.

Fendi is promoting its new men's fragrance Fan di Fendi Pour Homme Assoluto by drawing parallels between the scent's notes and the quintessential male who shops its designs.

Similar to styled beauty looks for female consumers, a fragrance can contribute to a branded image for a male consumer. By aligning a fragrance's profile with the ideal characteristics of the target Fendi male, the brand makes the product more relatable ([see story](#)).

Fashion brands often shoot more videos for their women's lines, but brands should think about creating more film content for their menswear.

"Although there are less social videos that focus on menswear, there is still a need to have their collections shown within this media as many women shop for men," Ms. Smith said. "As women enjoy seeing the narrative of clothing in motion, this assists them to see how the clothes can be worn and in what situation.

"What makes this video different is that it is shot in a minimal way that allows men and women to see the collection and provides an open interpretation in terms of where it can be worn and how he chooses to wear it. With the increase of men's style bloggers showing dapper and rugged styles, this video integrates well with this movement and bodes well for increased uses of this method."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York