

IN-STORE

Fendi blends fashion and fun in arcade-themed Harrods pop-up

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Fendi By The Way handbag at Fendi Fun pop-up at Harrods

By SARAH JONES

Italian apparel and accessories label Fendi took inspiration from an arcade for its new pop-up at Harrods to make shopping more of a game for consumers.

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In "Fendi Fun" ready-to-wear fashion, fur garments and accessories are displayed in vending machines and hung from mechanical claws. Reminding consumers of their childhood games will likely combat showrooming, as consumers are inspired to purchase so they can be a part of the fun.

"Fendi Fun is a fantastic example of how to engage and delight clients in an interactive space, bringing the brand to life," said Helen David, fashion director at **Harrods**, London.

"The current Fendi product offering is centered on bold and brilliant accessories such as the Peekaboo, By The Way and Bag Bugs in a variety of bright color-ways and exotic materials, so the arcade theme of the pop-up was the perfect playground for such a fun-filled collection," she said.

"The bright neon lights, luxury vending machines and exclusive retro color-ways of the most iconic Fendi products enable the client to immerse themselves in the world of Fendi

in a fun and collaborative way, this is a fantastic way to engage new and existing clients.

‘This innovative shopping environment allows the client to get a feel for the brand and enables them to have a hands on approach to the product.’

Playing games

Fendi Fun opened on June 3, and it will run through June 28.



Fendi Fun pop-up photo from @thepopmag

The brand first teased its pop-up on social media May 30, sharing photos of the windows at Harrods, which depict coats and handbags in neon colors on a black background.



Fendi
May 30

Lighten up.

Starting on June 3rd London will flare up its neon wattage with the new Fendi Fun pop-up store in Harrods.
Here's a preview.



Facebook post from Fendi

Fendi also created a video to tease the pop-up, which was included on its Fendi Life microsite. In the video, close-up shots of neon light bulbs back away to show that they form a garment or accessory.

Embedded Video: [//www.youtube.com/embed/unephQCxYQk](https://www.youtube.com/embed/unephQCxYQk)

Fendi Fun pop-up store at Harrods - preview

One day before the pop-up opened, Fendi told consumers to save the date. Also included in the invitation was the message that a personalized monogramming service would be available for handbags.

Harrods is getting a colorful make over.

From tomorrow a special Fendi Fun pop-up corner will be featured inside the London mall. Save the date.



Facebook post from Fendi

Within Harrods, consumer attention is drawn to the pop-up with neon signs in the shape of iconic handbags and flashing lights. Fendi's furry purse accessories, the Bag Bugs, jump around inside an arcade machine as claws try to grab them.



Karlito Bag Bug at Fendi Fun pop-up photo by @grazia_live

Putting a spin on typical fixtures, handbags in bright colors hang from mechanical claws.



Fendi Fun pop-up photo from @hungermagazine

Included in these displays are handbags exclusive to Harrods. For instance, the brand's Peekaboo was created in a green crocodile, in the official shade of the department store.

Fendi is also using the pop-up to launch its latest handbag, the By The Way, which comes in leather, pony skin or fur. Some models, including a fuchsia model invented for Harrods, have a crocodile tail.



By The Way bag

The By The Way bags are showcased rolling across a shooting gallery or hung from rotating arcade machines.

Once a handbag is selected, consumers can have their piece monogrammed on site while they wait, in either English or Arabic.

In a branded statement about the pop-up, Fendi explains that “emotion and irony are the other side of luxury.” This in-store boutique allows the brand to showcase its personality.

"It's very interesting to see the use of a vending machine in the pop-up," said Dave Rodgeron, retail business development executive at [Microsoft Canada](#), Toronto. "These have become a growing trend with a number of different products being dispensed from them.

"I've recently seen products like caviar and designer cupcakes sold from dedicated vending machines so it's both fun and unusual," he said.

"Harrods has also used this as a way to capitalize on their branding. Fendi has produced a purse in the traditional Harrods' green color.

"When key designers come into a retailer, they are creating exclusive items for the retailer as we recently saw with Baccarat in their collaboration with Printemps."

Fun with fashion

Other luxury fashion labels have drawn inspiration from arcade games for marketing efforts, particularly for their entry-level items.

French leather goods house Louis Vuitton created an online game mimicking the classic arcade game Block Breaker to boost traffic to its tech cases category on its ecommerce site.

Louis Vuitton's Technical Cases Retro Game uses the iPhone and iPad cases as the blocks in the game, meaning players are constantly seeing the merchandise as they play. By incorporating its entry-level products into a game and including large links to the entire selection, Louis Vuitton will be able to reach fans who may be making their first luxury purchase this holiday season ([see story](#)).

This pop-up is an ideal space to display Fendi's coveted Bag Bugs, since it showcases the brand's playful side.

Fendi promoted the release of its much anticipated "Bag Bugs" collection last fall with a whimsical video featuring the furry purse accessories personified to appeal to a more entry-level audience for the holiday shopping season.

The Bag Bugs, which are peculiar monster-like creatures, lend themselves well to this film, which plays off of their personalities to show them endearingly and present them as both an amusement and a fashionable accessory. The film differs from most other luxury film in that it focuses on quirk rather than quality and craftsmanship, which is an appropriate strategy to target an entry level audience who might be able to afford a Bag Bug because of its lower price point than a Fendi handbag ([see story](#)).

This different approach to displaying merchandise will likely help Fendi stand out.

"The benefit of using the retro arcade theme is that it helps to make the pop-up, pop-out," Mr. Rodgeron said. "We're seeing more in the way of pop-up locations in luxury retailers, but there is a need to make sure they don't get lost among the rest of the category.

"In the case of a pop-up, a brand is only being highlighted for a short time so this does not have a negative affect on the retail brand image overall, but it will stand out during a specific period," he said.

"Gen Y is also becoming a larger segment for luxury retailers. Interestingly, they are intrigued by retro styling. As such, the retro look of the pop-up captures their interest and draws them in.

"This is helping Fend make a connection with a new generation and show that they are relevant to a new generation."

Final Take

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