

FENDI

ROMA

UNC Fashion Mash: Research and Reinvention Plan

Flip

- Fendi takes vintage deadstock and used pieces to colleges
- Using sample sale pieces/prototyped fendi
- Using damage pieces that aren't able to be sold

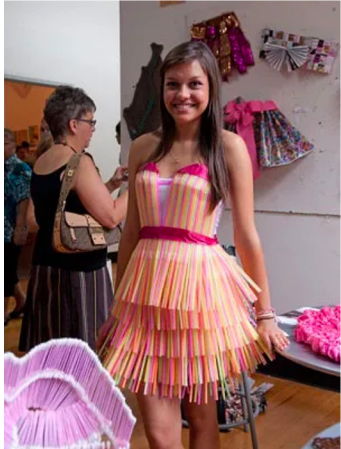
- Class as part of the curriculum
- Meet with Fendi professionals twice a semester
- Competition between different colleges; the winner's collection takes the runway
 - channeling project runway
- Fendi using social media to allow people to follow along during the competition

Collaborate with colleges to create fashion collections with used vintage Fendi materials, reworking several pieces together into one piece.



Fendi Flip - High School Teams - [Summer Enrichment Program](#)

East v West, Application based

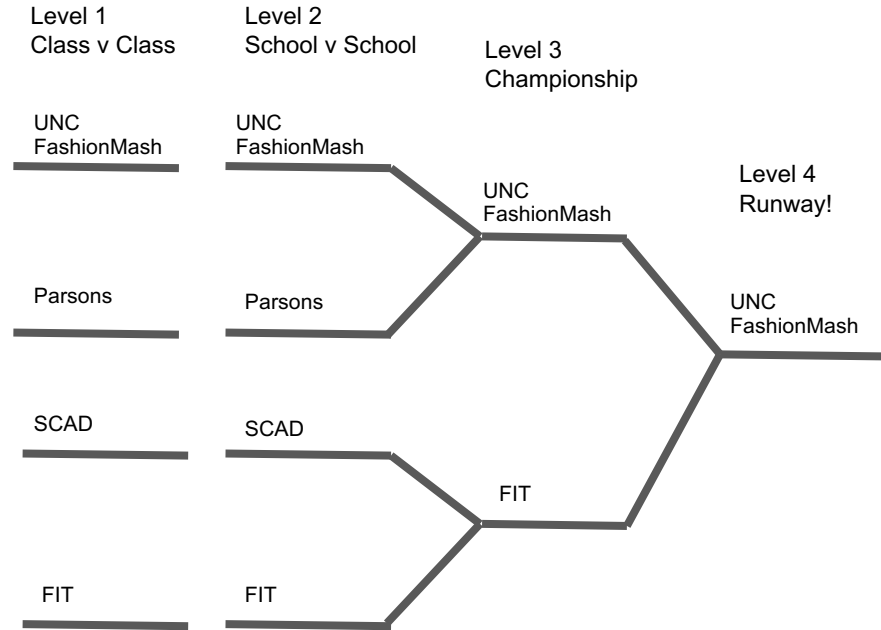


- 2 or 4 week sessions? (paid for - campus housing/basic food (dining hall) provided)
- Summer before sophomore year or summer before junior year
- Weekly Schedule:
 - Monday/Tuesday- learn and practice new technique
 - Wednesday-off (Guest speaker each week. Different designers)
 - Thursday- design sprint competition prep/prompt
 - Friday- design sprint compete/upcycle with actual products
 - Saturday- Winner is chosen and that item is added to a sellable collection = one new piece wins each week
 - End of Summer Fashion show showing off everyone's pieces and collectors = minimum 8 pieces finished per competitor- **with Fendi present**

- Market summer program regionally
- Fendi partners with an existing summer program/camp on the east coast and one on the west coast (like Duke Tip/Gov school/an arts camp)
 - Identification of the camp/program to be partnered with through ...? (popularity in the region, resources on that campus, willingness to support)
- The students fill out a full application including at least one "portfolio" piece
- They spend the summer on a college campus with other students from the region who are also in the program, or part taking with other departments (if it was duke tip then there are also students there doing comp sci, etc.. but these students are in this program everyday even if rooming with/eating lunch with students from other departments → Fendi wanting to encourage diverse perspectives)



Fendi Flip- College with Established Fashion Programs



Each year, every participating fashion program receives the same word to create a collection.

- Fendi will provide all the resources that the teams can use so that all programs have the same playing field (no advantages).

There will be multiple teams in the same program that will compete against each other, for example 6 teams in the FashionMash Program will compete.

The winner of this program will go on to compete with the winner of a different program (Bracket Style). They will receive a different word for each round.

Each level + school competition will have an episode centered around the creation process and the winner is announced at the end.

The winner will put on a runway show with their collection!

8 Episodes per season

Emma Chamberlain Hosts.

Judges... 2 constant judges and 1 rotating

Kim Jones Representative, Martha and Snoop Dogg, Lizzo

Fendi Flip - Any College Students

Fendi advertising the competition on Social Media platforms

Students at any college across the country can create their own team/club to enter

- Team is capped at 10
- Can be more than one team at each college
- Each team must set up their own Instagram account so that people can follow along
- Fendi will send each team a Fendi branded fabric as well as other Fendi dead stock
- Have to design a new and innovative piece using the Fendi-branded fabric and the deadstock

Winners are decided with a combination of judges from Fendi and voting through social media that is open to the public

Winner will have their piece mass produced and sold on the Fendi website

FENDI

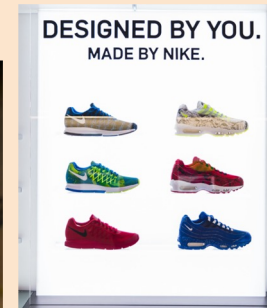
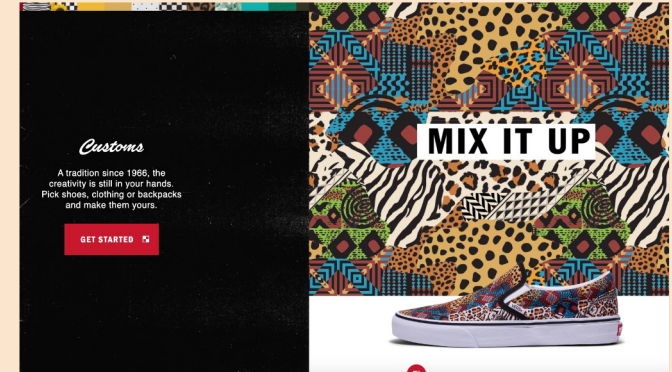
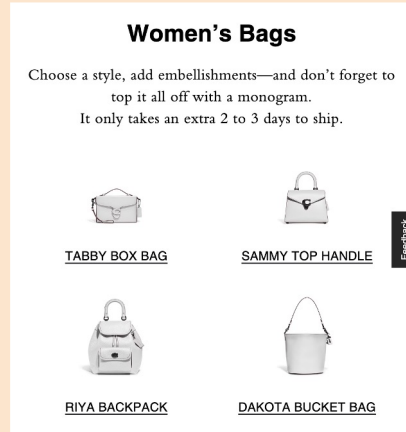
Found

Collaborate with artists to create fashion collections with vintage Fendi pieces and combine them with used materials from consumers that evoke memories.

The Process

- FENDI launches a heritage campaign that reconnects consumers to their valuable memories. Consumers are encouraged to bring in their valued momentos and repurpose them into their choice of a FENDI product
- Customers can consent to bringing in gently-used clothing items, jewelry (rings, necklaces, and watches) and poems/letters/messages are also welcome.
- NO undergarments, bathing suits, or lingerie
- They can choose from a tote bag, baguette, wallet, t-shirt, bucket hat, or dress
- In-Store Process
 - People bring in vintage and old fashion momentos
 - Use of tech to scan in images of the item into a software/AI that repurposes the memento using the blank product options
 - Consult with designers to revamp/reinvent the item
 - Leave the memento and look for your new item in the mail
- The customers design will result in patches, jewelry focal pieces, beading, etc.

The Look and Feel Luxurious, creative, personal, custom experience



FENDI Found: Fully Digital

DETAILS:

- Preinsured packaging
- Order on app then shows up at doorstep (model after Rent the Runway)
- Select from a list of possible items to create into
- Inspiration/examples online
- Big emphasis on customer service/communications
- Limited offerings, but can pay for more depending on how customized
- Only clothing and accessories, no undergarments, bathing suits, lingerie, home decor, or shoes
- Interactive app where you can choose, fabric, stitching, memento placement, etc.
- Updated on process throughout - via the app
- Add virtual try on or virtual fitting
- Mockup of item prior



FENDI Found: Pop-Up Shop

Potential collaboration w/ Antiques Roadshow

- Setting that already holds memorabilia that could be used for the upcycle

Shifting away from music festivals and towards art museums/art focused conventions

- Ex: Art Basel in Miami. City museum tour

Sells exclusive, Fendi branded DIY customization products

- Major cities across the country without FENDI stores
- Publicize pop-up shops on social media for consumers to book reservations
 - Here the consumer can utilize an AI scan-in feature to scan in momentos to send in their design ahead of time
- On-site: 8 designers to consult for designs and create the products
 - Consumers who book reservations without scanning in will:
 - Utilize AI at the pop-up shop to scan in their memento and generate a design
 - Once the design is created and based on its difficulty:
 - We can send the design to another machine that will replicate it
 - OR
 - Send the design to a team that will ship directly to consumer
 - Consumers who book reservations with scan in
 - Can pick up their design and choose to add other custom add ons
- Customers who want to walk out with product can create smaller projects like shirts, patches, acrylic keychains, etc.



FENDI: RETAIL ENVIRONMENT

- In limited Flagship stores (Rome/Largo Carlo Goldoni street, Rodeo Drive, Madison Ave, Miami Design District, The Dubai Mall, Paris/Montaigne, Singapore, Shanghai, Sydney, Capetown)
- Location-specific products in 10 different stores (collectibles/exclusives)
- Possible hybrid experience
- In-store experience: use technology or consult with a designer
- Holographic visualization of final product
- Personalization/revamp station permanently installed in stores



FENDI

Found

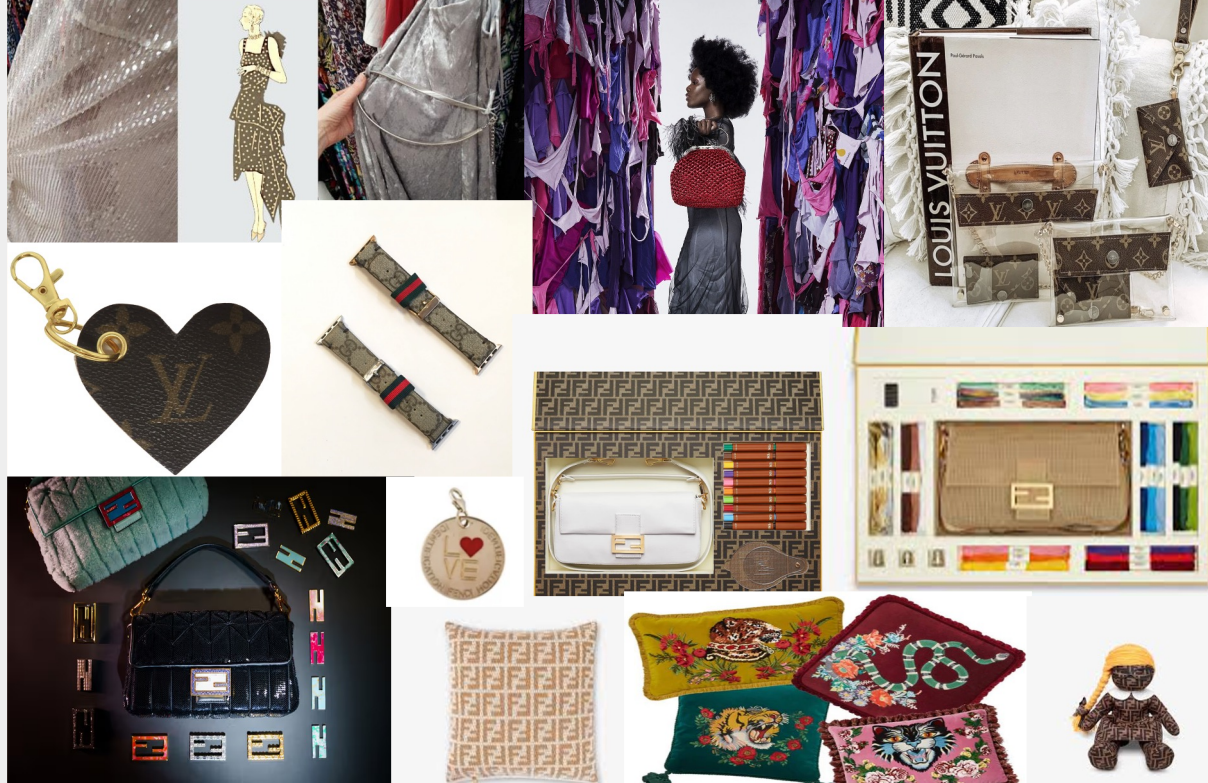
Collaborate with artists to create fashion collections with vintage Fendi pieces and combine them with used materials from consumers that evoke memories

The Process

- Contact company.
- Discuss garment, style, pricing, sizing, etc.
- Send in item to be repurposed.
- Consent to allow the designers/seamstresses to make artistic decisions
- Receive your custom upcycled piece.
- Marketing: "Forever Fendi"... use nostalgia marketing

Fendi will use faulty or overstocked items in the upcycling process in order to reduce waste from custom items.

The Look and Feel



FENDI

Flip



Collaborate with colleges to create fashion collections with used vintage Fendi materials, reworking several pieces together into one piece.

The Process

1. Use overstock Fendi fabric to create a collage/pattern using school's colors
2. Taking Fendi scraps and articles of vintage clothing to make luxury laces for shoes. (Jordan collab with Fendi laces)
3. Utilizing sports balls from various colleges and putting the Fendi logo on the basketball/football and utilizing adding a handle.
4. Using overstock Fendi fabric to make bandanas/scarfs/tops

The Look and Feel

1. Patchwork pieces: colors of various colleges in the patchwork. Bomber jackets/ shakets/ jean jackets with Fendi logos/ patchwork
2. Shoe Accessories: Color scheme of each university for every product created.
3. Fendi Basketball (just for fun)
4. Bandanas (a la hermes) to be worn as headscarves, tops, bandanas
5. Wristlets
6. Gameday pins made out of Fendi Fabric
7. Laptop covers, phone wallets, Ipad cases
8. Dress hubert davis in head to toe vintage fendi
9. Tote bags and backpacks
10. Letterman Jackets



FENDI

Flip

The Process

Pilot phase:

- The first iteration of this program will be a single university partnership in Italy (Istituto marangoni) to trial everything, the goal would be to pick a partner that did already have some design/engineering expertise to ensure a high quality level of production - to ensure teacher available too
- A year long course (very similar to fashionmash) that students apply to in order to be part of the project, the class size will be determined by the volume of material and number of pieces to be designed (2 students per piece?), the class is required to use public surveys in the design making process (college students asking others what they like)
- The final design/line is presented at milan fashion week
- Fendi's role will be to provide materials, and additionally add educational benefit regarding luxury craftsmanship ** the goal would be to re-vamp the techniques used to create "luxury" pieces
- The program will be documented heavily to entice other universities to apply to the program (like bachelor/survivor/project runway application)
- After this first pilot year the Flip program will expand to other universities that "win" the application cycle based on Fendi's criteria

Collaborate with colleges to create fashion collections with used vintage Fendi materials, reworking several pieces together into one piece.

The Look and Feel



FENDI

Found

The Process

Collaborate with designer Nicole McLaughlin. She already does exceptional work creating completely new pieces from random objects.

- [Instagram page](#)
- "Start in your closet, go through the stuff that you've kept for a long time and didn't get rid of for a reason," she advised. "Try to figure out what it is about it that would make you want to use it again. What do you like about it?"

With this collab we can go beyond clothes, utilizing objects of sentimental value combined with vintage Fendi.

Customers can send in the clothing/material/object and the story behind it to inspire the design process.

<https://www.mrporter.com/en-us/journal/fashion/gallery-dept-brand-josue-thomas-artist-interview-1441256>

Collaborate with artists to create fashion collections with vintage Fendi pieces and combine them with used materials from consumers that evoke memories.

The Look and Feel



Brand Identity

- Brand emphasizes creativity and experimentation, but also values its history and heritage
- Identity heavily tied to the company's birthplace, Rome
- Part of the "Fashion & Leather Goods" division of LVMH
- Known for its furs and leather goods
- Focus on timeless luxury
- High end pricing even within luxury brands
- 2021 strategy "Less is More" - Minimal selection when compared to competitors
- Bigger in Europe and Asia than the US
- Custom sans-serif typeface; similar to such typefaces as Bondan Regular Bold, Innovate P, & Helvetica Bold

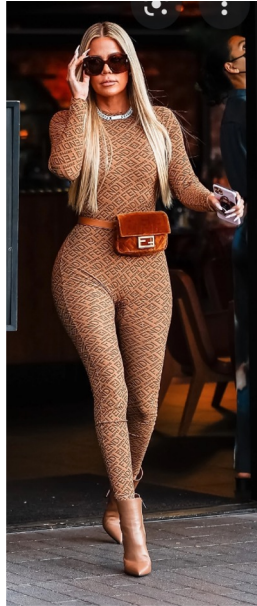


**F9B949 or
F3B346**

F FENDI

Brand Influencers

Early 2000s



Jackson Wang: Global Music (2018/2019)



2019



"...She represents one of Fendi's dimensions, the fun aspect of the brand and she will present it extremely well." -Serge Brunschwig, Fendi's Chairman and Chief Executive Officer



1st brand ambassador in Mexico

SKIMS x FENDI



Kaia Gerber
2019

Danna Paola
2021

FENDI

even Kardashian kids!

2020s Kardashians x FENDI

Merchandise

Main motif: placing Fendi logo wherever they can



Bags range from \$650 to \$34,000



Playful use of FF logo



Classic brown pattern from bags to sports equipment.

\$980 - Color differentiation



Iconic Baguette Style

\$1950 - Dress



\$2950 - Cotton Suit Jacket



Jewelry is gold, with Fendi logo or with lock and key charms
[Price Range: \$320-\$2190]



Penetration into footwear



Approaching grungy/non-high fashion concepts like combat boots

History

- “Artisanal savoir-faire, luxury and contemporary design”
- “History is synonymous with elegance and experimentation”
- Founded in 1925 in Rome by Adele and Edoardo Fendi
- Karl Lagerfeld joined in 1965, marked the start of a new creative era
 - In 1966, Lagerfeld created the company logo, a double F in a square, which would later be the subject of various reinterpretations.
- Fendi was a family-controlled company until 1999, when Prada and LVMH, the world's biggest luxury goods group, joined to buy 51 percent of Fendi for \$545 million. Now it's part of the bigger LVMH family.
- In 2007 Fendi was the first Maison to stage a show on the Great Wall of China
- 2020 marks the latest evolution of the signature aesthetic including Kim Jones, [Silvia Venturini Fendi](#), and Delfina Delettrez Fendi
 - Kim Jones is appointed as Artistic Director of Couture and Womenswear



History



FENDI
1925

1925-1965

FENDI

2000-2013



FENDI

1965-2000

FENDI

ROMA

2013-PRESENT

Creative Director / Design

Previous to current directors:

- **Karl Lagerfeld** was creative director of fur and women's RTW in 1965
- Created the double F logo
- 1992: **Silvia Venturini Fendi** joins as Artistic Director of Accessories and Menswear (3rd gen of the Fendi family)
- **Kim Jones** took over Karl's position in 2020
- **Delfina Delettrez Fendi:** Artistic Director of Jewellery.

Current: Kim Jones

Creative directed for Christian Dior's womenswear and simultaneously started working with Fendi

- oversees the haute couture, ready-to-wear and fur collections for women.

Fendi announced Jones as new artistic direction is Q3 of 2020. First collection debuted during Fall '21



Inspired by Adele Casagrande's (Founder) five daughters



Jones his design philosophy for the brand is about strong, intelligent, independent women. He appreciates the beauty of aging and celebrates women of different ages.

Design:

- Ready-to-wear and haute couture
 - incorporate couture shapes into ready-to-wear pieces
- Made-to-order leather bags
- FUR atelier (more recycling fur)
- "Hand in hand baguette: artisan interpretations of the iconic bag
- Skiwear/seasonal stuff
- Shift to colored pieces
- The customer is number one - he wants to make things people will really wear
- Design is more accessible and inspiring
- Bag Bugs



Fall 2021, Jones' first collection for Fendi

Customer Experience

Business Services > Fendi



Fendi

Reviews 142 • Poor



Jul 4, 2022

I ordered multiple things online

I ordered multiple things online, and was sent a email saying I would receive products in 8 business days . It's been almost 3 weeks and I haven't even received a tracking number. I call customer service and was told they started processing my order a day before I called and that I would receive it in about 2 weeks. Miscommunication and no updates , I will never order online from fendi again .

Date of experience: July 04, 2022



- Many of their customer reviews are based on their online store (lack of transparency on product updates/shipments, problems with returning items)
 - There has also been reports of bad response time with the customer service department (some even reported having to wait several weeks)
- There were reviews of receiving damaged products.
 - Examples were scratches on the bags, incorrect stitching, inconsistent leather quality.
- There have been reports of quality issues with items falling apart after a few uses.
 - These customers then had difficulty getting in touch with a Fendi customer service representative.

Jan 24 -- What can Fendi do better?

- Known for tradition, experimentation, and creativity
 - Not “known” for customer relation and services
 - Not “known” for harnessing the current day
 - New creative director is there...but doesn't feel like the brand is behind him/with this transition
 - The baguette isn't dead...but its stale
- Have “iconic” pattern but the brand recognition on a mass scale ends there, you might have seen the pattern before but unlikely you know who they are/what they stand for (the everyday consumers)
- Mens footwear is entirely made up of other brands famous silhouettes.
- Not on top of big menswear trends.
- They don't have high-end influencers that are evergreen promoting their brand
- Demographic range feels a little off, says “females 20-30”, who is purchasing the item though? There isn't an entry point in terms of their offering
- Promote their creative director, kim jones, as more of an icon?
 - On the runway or met gala, create an experience
- Match Blake Lively to the carpet- fendi brand
- Drape Fendi across the Met Gala
- Define themselves in this era → Do something buzz worthy (wrap 5th ave building in the Fendi pattern)
 - Promote Fendi as carpet pattern @ Met Gala for historical Lagerfeld exhibit
 - Coachella → rent giant desert house and invite the best of the best? Or raffle tickets?
- Could have a bit more energy, the designs feel a bit stuffy, if designing for a 20 yo
- Harness modern media outlets to display the tried and true brand segments
 - 1997 original fendi baguette bag ad campaign -- re-make with modern tik tok reels/celebrities/other marketing avenues

FENDI Flip

Look like:

- Access to parts of old collections on Rent the Runway with highest membership and one time rentals
- Developing a proprietary platform that emulates the real real - the more you resell through Fendi you can gain access to exclusive access/events (creates brand buy in) in addition to commission
 - Authentication process

Feel like:

- RTR: making sure clothes are actually cleaned and properly repaired if needed.
- Resale Platform: authentication, credit, creating incentive to sell!

New Materials of the Wild Variety

Hemp(?)- uses less water in production than other fabrics///// Recycled nylon. (Prada re-nylon)

Heat reactive fabric (changes colors)- used by stone island.

Sustainable GORE TEX alternative

FENDI Basics






FENDI Essentials

FENDI CAPSULE

UV color changing fabric that changes color when you enter and exit the outdoors

<https://www.fendi.com/sustainability/responsible-product/textile>

% of Fabric Volumes Purchased in 2021

	Cotton	55%
	Wool & Precious Wool	18%
	Polyester	14%
	Polyamide	9%
	Silk	4%

Sustainability: UpCycle

Definition: reuse (discarded objects or material) in such a way as to create a product of higher quality or value than the original.

1. Source Materials: Fendi could source materials for their upcycling program from a variety of sources such as second-hand clothing stores, textile waste companies, or even from their own stock of unused materials. By using existing materials, Fendi could save resources and reduce their carbon footprint. **Become the sustainability face of the whole LVMH portfolio and take ALL of the waste products from the other companies -- make new line from these materials? Make new company of the waste products? Do the child companies already make \$\$ off of their waste?**
 2. Design for Upcycling: Fendi could incorporate upcycling into their design process by creating pieces that are modular, versatile, and easy to disassemble. By designing with upcycling in mind, Fendi could create products that are more durable, easier to repair, and that can be repurposed in multiple ways. -- you can do the upcycling yourself after the fact → **so even if all of the product is not sold off of the shelves it doesn't go into the trash, it is re-incorporated into the company in another product**
 3. **FENDI REBORN / FENDI RE-CRAFTED / Eco-FENDI-- Elevating Sustainable Style:**
 - a. **Collaborate with Artists and Designers:** Fendi could collaborate with upcycling artists and designers to create unique and innovative pieces. **Collaborations could also help to bring in fresh ideas and perspectives, while also expanding Fendi's network of sustainable fashion partners. Partner with universities to give their waste materials to students for their design - sell the line together, split profits? Start fund/scholarship with the profits from these lines/products?**
 4. Implement a Recycling Program: Fendi could implement a recycling program to take back and recycle old or damaged products. This would help to ensure that Fendi's products are properly disposed of and reduce waste. ORRRRRR a product could have a lifecycle with fendi → **you buy a set of jewelry at one phase of your life, you can bring itt back and they will melt it down and make a wedding band out of itt later kinda thing**
- Identify waste through the production process
 - Bucket these materials into new products
 - Use these products to send to up-and-coming designers to make new products from that materia
 - broken/waste/ripped/ruined old fendi gets returned
 - This becomes limited edition re-designed item line
 - Specialty items from repurposed materials (non clothing - couches/furniture/etc...)
 - Identifying where in the world fur is a waste product -- new life @ fendi -- "rescued" fur

Sustainability: Fendi Giveback: NonProfit Support of Environment

Fendi x World Wide Fund for Nature

FENDI Faux

Non-Profit: PETA **or** World Wide Fund for Nature

Ideas:

- Upcycling real fur that has already been made into clothing/material
 - Make a point to stop creating clothing out of real fur
- Fendi changes over to using faux fur (technology that makes it feel and appear real)
- A collection that is completely advanced synthetic materials (you will not be able to tell a difference)
- WWF works for the reduction of human impact on the environment, so this collection would be Fendi's pledge to reduce their environmental impact

FENDI x



Sustainability: Collaborations

- Idea 1: **“Fendi in the Wild”**- Partner with World Wildlife fund for nature and have people from Fendi go to real life wild life locations or even animal sanctuaries and put on fashion shows of the models in faux fur trying to put that back in trend rather than real fur. Fendi would make their own fake fur line that they would promote there and could create a campaign that people can follow on social media... “Fendi in the Wild” and you can follow to see the places the fashion show travels next and you could sell exclusive tickets to the shows to influencers so it feels expensive and luxury.
- Idea 2: **“Fendi Faces”**- Partner with Fashion Revolution and start a campaign where they make some of the workers the models for their shoots showing them in Fendi clothes doing their work. Then there will be an exclusive of featured workers within Fendi where they tell their story and explain their experience and how it is positive for them. Also, can go into the materials they use and how they hold up well and can be worn the rest of your life.
- Idea 3: Partner with [RE/DONE](#) to develop a sustainable line with vintage pieces and environmentally conscious production (they have collabed with Levi’s, Hanes, and Champion before)



RE/DONE



Sustainability: Community Support -> Humans

Fendi Junior Designers Program

Creating Sustainably with Fendi

Collaborate with high schools in rural areas to create fashion programs where they donate lightly used Fendi materials.

Make a competition for it where participating high schools compete and the winning piece is manufactured and winner is given a scholarship to [LVMH Institut Des Métiers D'Excellence \(IME\)](#), [Massoli Academy](#), and other partnering institutions.

LVMH (IME) is: a vocational training program that empowers young generations of artisans, allowing them to develop skills in both traditional craft métiers and sales professions, enhancing their employability.

