



FENDI

VISUAL MERCHANDISING PROJECT

December 2017

Visual Merchandising & FENDI / Fall 2017

This project focuses on the high-end luxury fashion brand FENDI. I created a feature display, window display, wall presentation and floor plan for FENDI. I analyzed the brand concept, target market, previous window displays and visual display inspirations before I made efforts to this visual merchandising proposal.

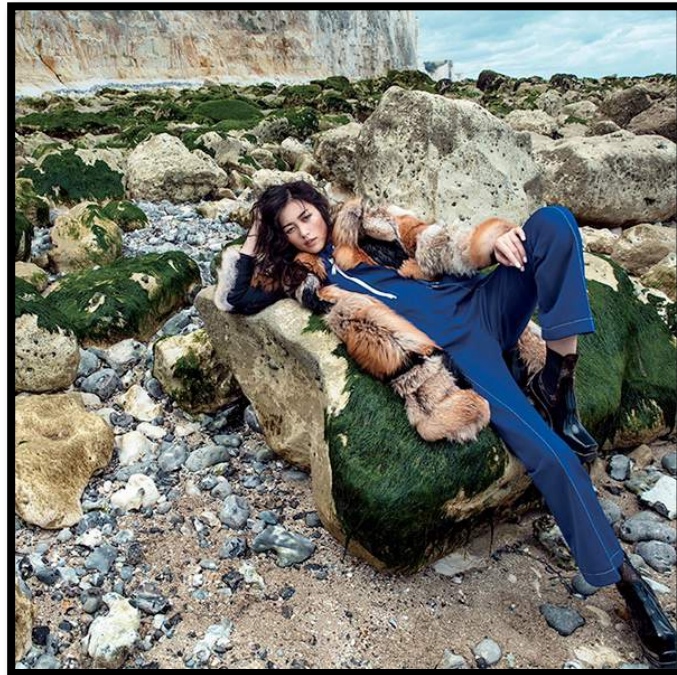
A woman with long blonde hair, wearing sunglasses, a light blue ruffled dress, and white lace-up boots, is sitting on a wooden chair. She is in a room with floral wallpaper and a white door. The word "FENDI" is written in a large, black, sans-serif font in the upper right quadrant of the image.

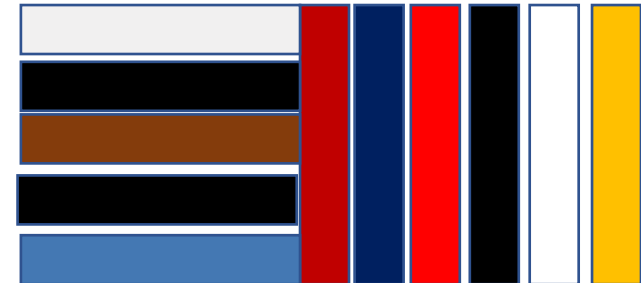
FENDI

- Founded in 1925
- Via del Plebiscito, the heart of Rome, Italy
- Owners were Edoardo & Adele Fendi
- Collaborated with Karl Lagerfeld in 1965
- 197 stores nationwide
- LVMH became the largest shareholder in 2001

TARGET MARKET

- Age: 25-50
- Income: \$100,000 +
- Gender: Mostly Female
- Lifestyle: active in social media, follows fashion and loves to travel





New York, Oct 2017



London, Sep 2017



New York, July 2017

London, July 2017

New York, May 2017

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Visual Display Inspirations

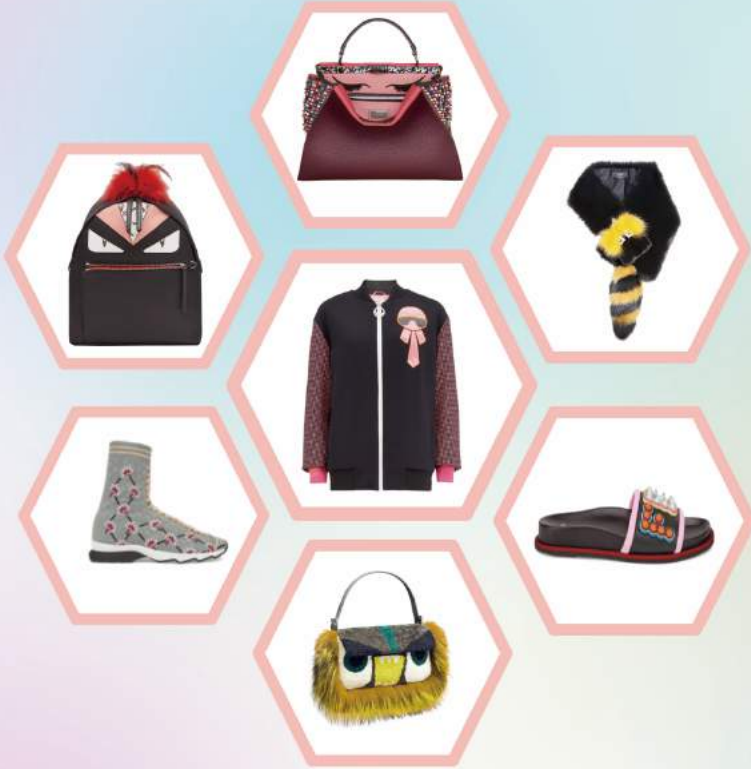
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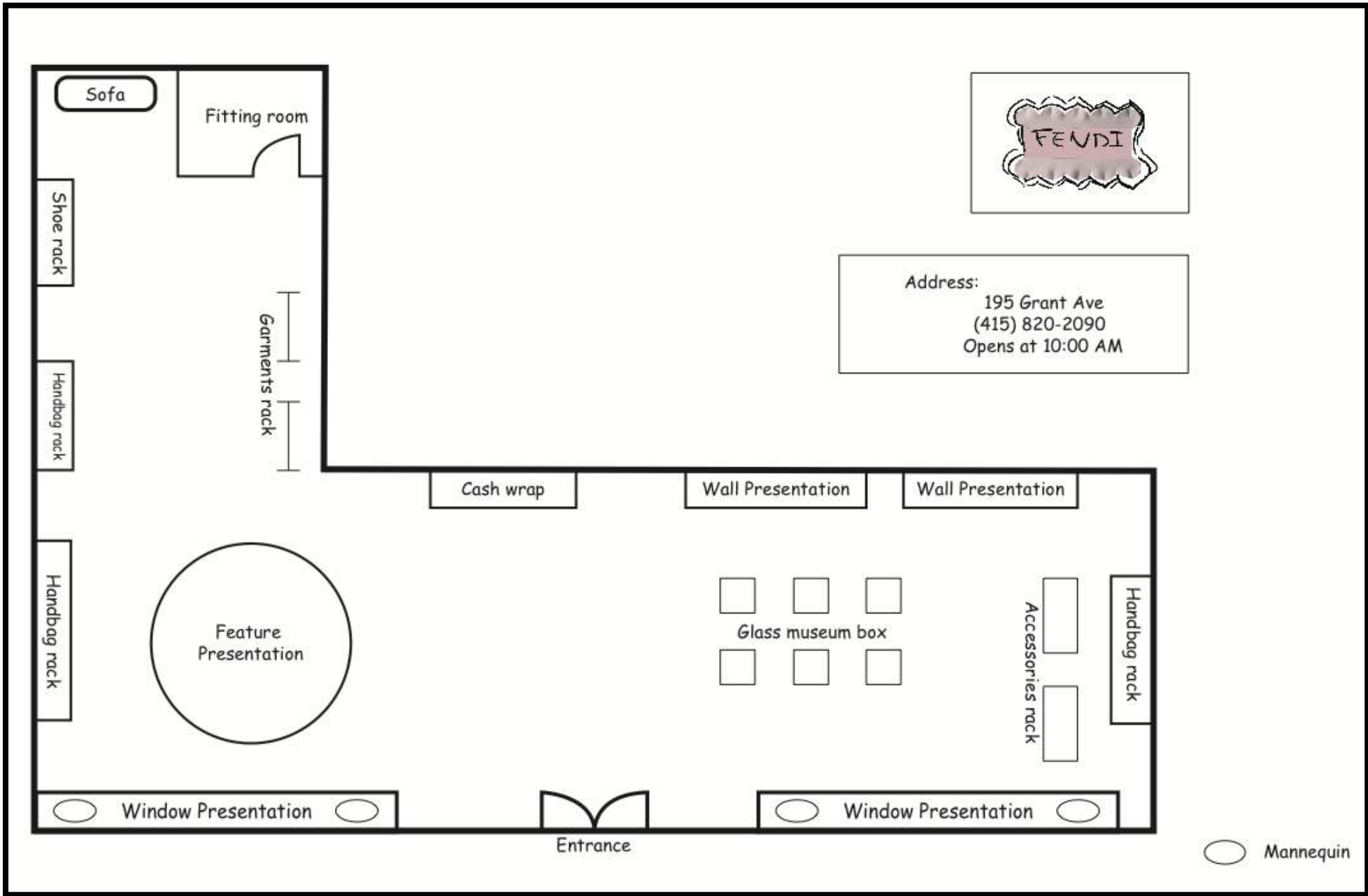
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