



# Fendi x Casetify

BRING YOUR LUXURIOS  
STYLE TO YOUR MOST  
IMPORTANT TITEMS.

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Kayla Iris

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Fend x Casetify

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# Executive Summary

Fendi's target customer prides themselves on feeling like luxury, standing out, and having status. Most of all Their customers live a busy lifestyle that requires them to be attached to their phones.

With so many knock-offs and fake Fendi products on the market, we want to ensure the customer gets a genuine Fendi product that allows them to bring that luxury to their everyday device. Fendi and Casetify partner up to create genuine prints, leather, and detailed phone cases for that customer.

Offering a wide variety of colors and styles allows the customer to continue feeling unique and stand out amongst the rest. Elements of classic Fendi products, like the straps and buckle logos, have been added to the cases for the loyal customers who love Fendi's design. Bringing luxury to our everyday items is what we strive for.

# ■ Fendi



FENDI IS SYNONYMOUS WITH LUXURY, EXCELLENCE AND CRAFTSMANSHIP, VIRTUOSITY IN THE PROCESSING OF MATERIALS AND TIMELESS STYLE.."

F  
FENDI

## *TARGET CUSTOMER*

PREDOMINANTLY FEMALE 18-34 YEAR OLDS WHO ACTIVELY ENGAGE IN SOCIAL MEDIA. FENDI'S INSTAGRAM ACCOUNT HOLDS 10.5 MILLION FOLLOWERS WHICH IS A LARGE AUDIENCE TO PROMOTE TO.

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# ■ Casetify

A CUSTOMER WHO VAULES STYLE,  
BEING UNIQUE, AND SHARING THEIR  
MIND WITH THE WORLD  
ALL GENDERS AGES 18-30 MIDDLE CLASS

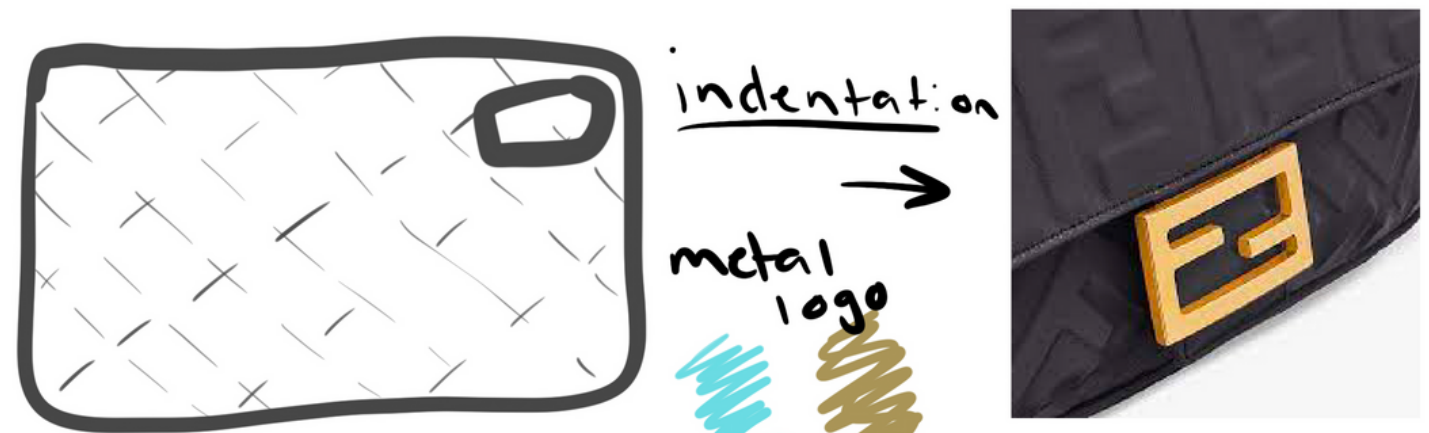


TO ALLOW CUSTOMERS  
TO EXPRESS THEIR  
INDIVIDUALITY,  
CREATIVITY AND  
PERSONAL STYLE  
THROUGH TECH  
ACCESSORIES.

# Fendi x Casetify

Our customer yearns to stand out and make a statement. Say goodbye to knock-offs and fake logos. Our collaboration allows the customer to bring the luxury and boldness of Fendi we all know and love, to the items they use and need the most.

# DESIGN PROCESS



indentation

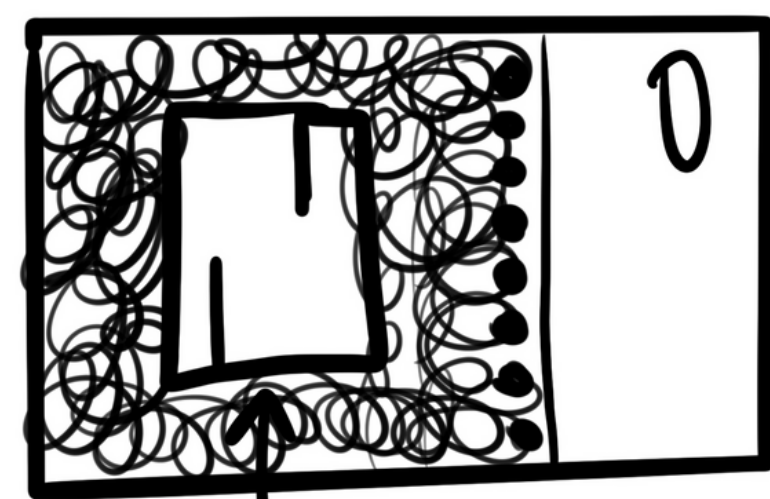
metal logo

Colors!



logo?

Stitch lines  
Puffy leather



Gold



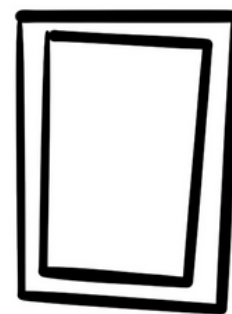
texture!



thick strap  
clips to take off

brass metal  
hand square tortois

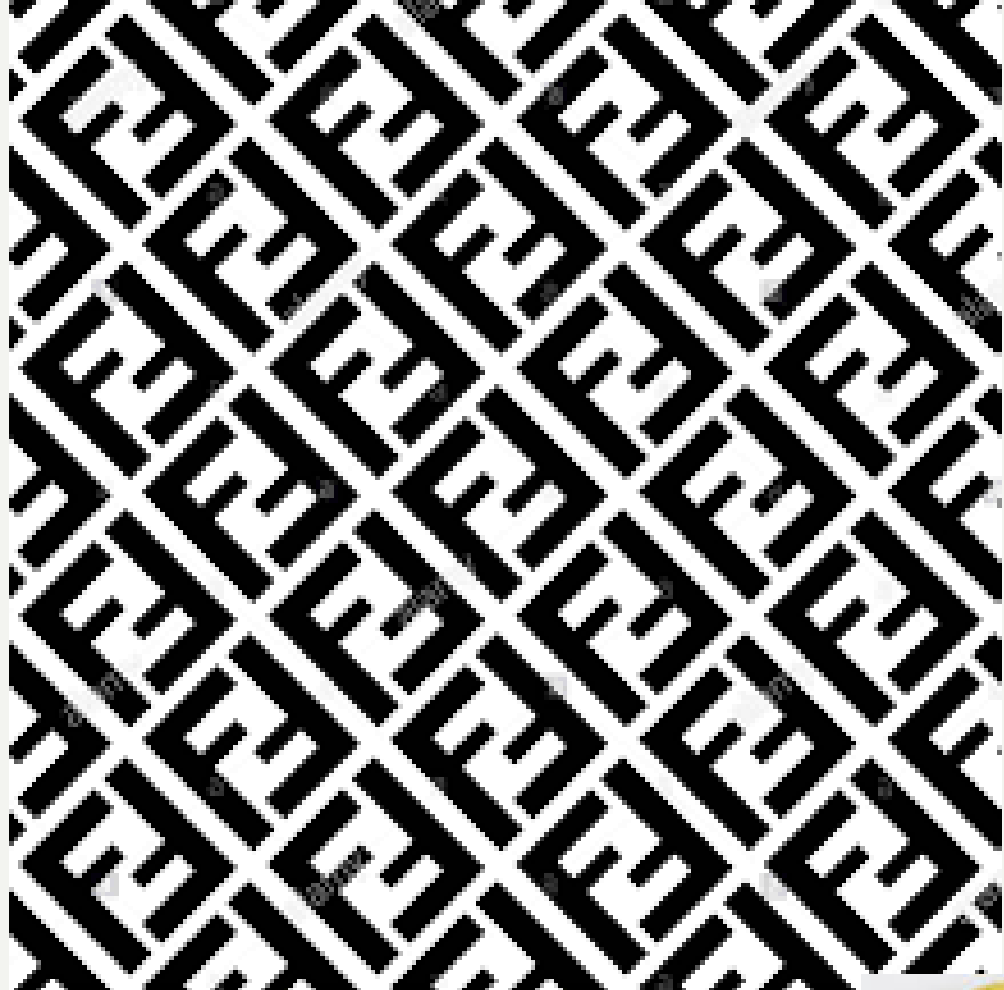
Straps Sold Seperate?



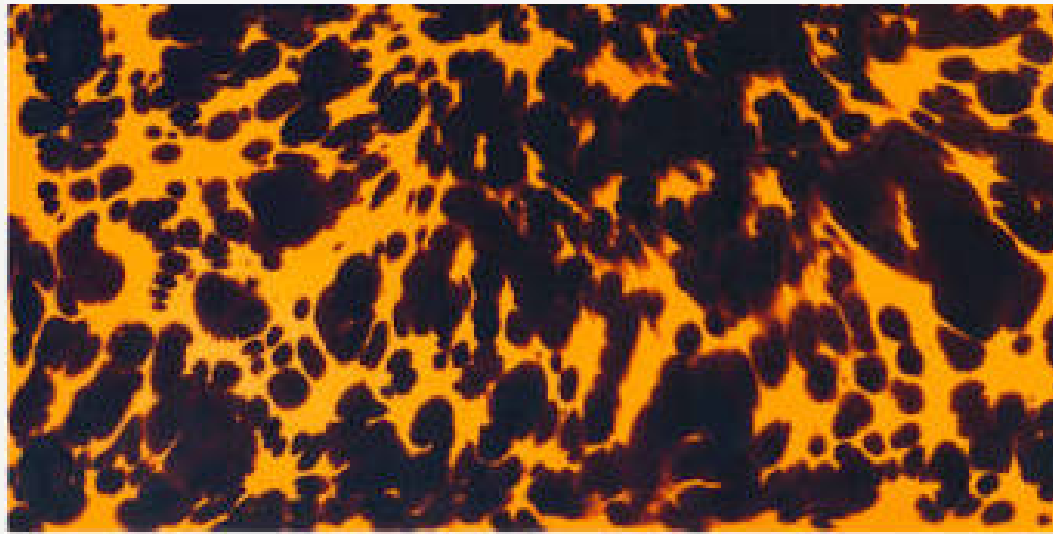
Case  
is very  
much  
larger  
than screen



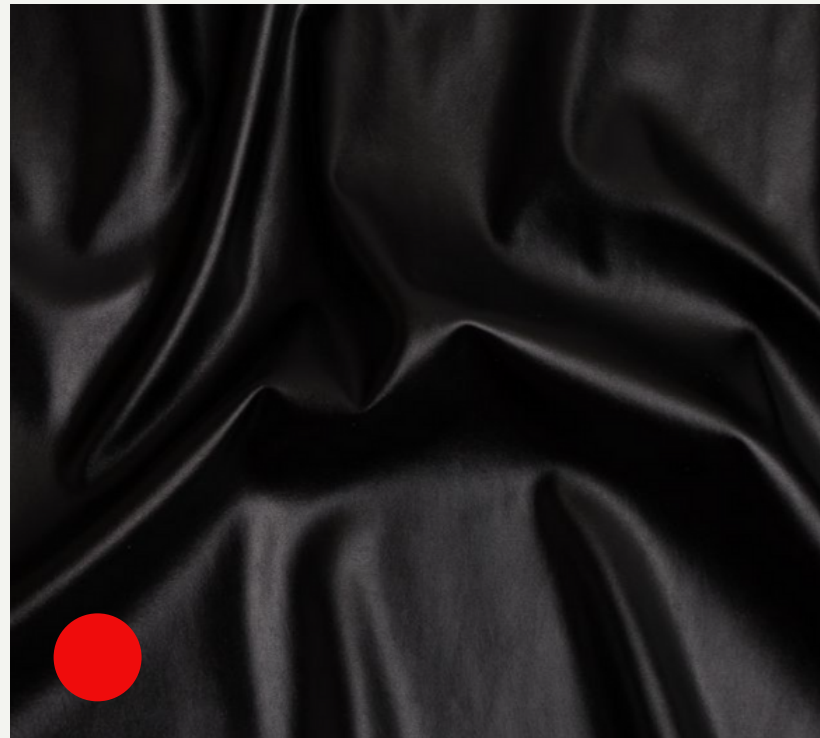




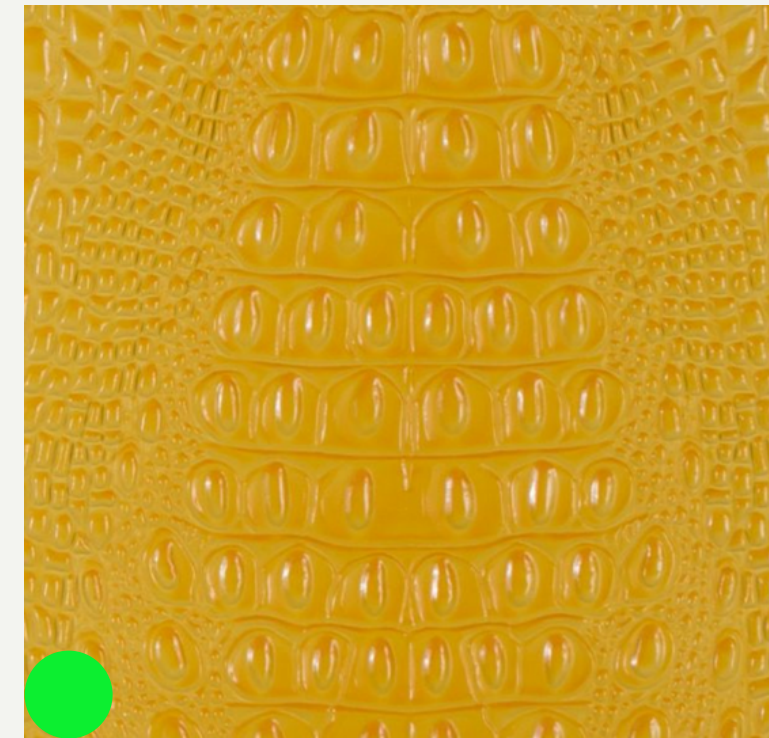
alamy stock photo



# Fabric and Color



- xtremely soft, fashion weight, faux leather fabric in a jet black coloration
- Polyutherine and polyester
- Increased durability and stain resistance.

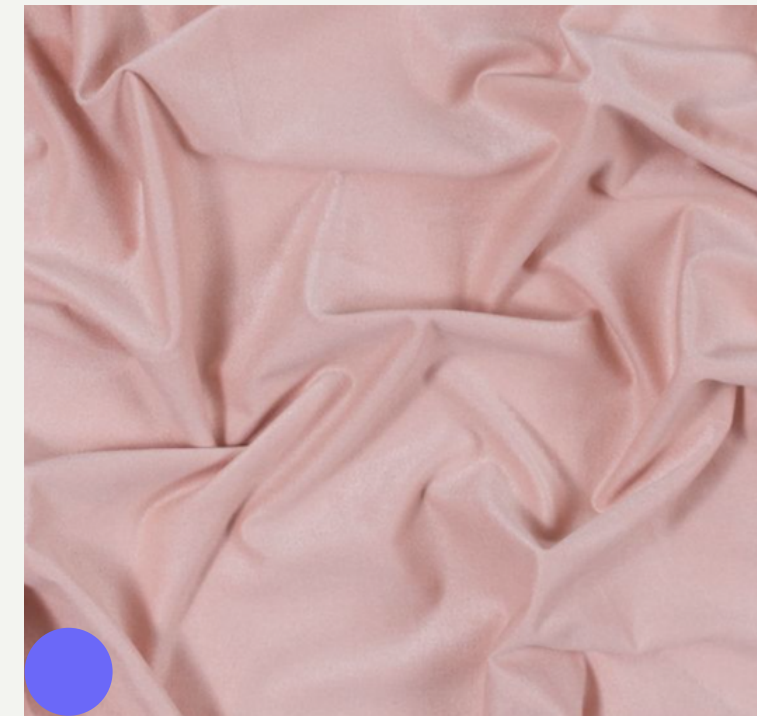


- Crocodile faux vinyl
- Embossed bumps and scales opulent texture
- Withstand tearing, punctures, stains and abrasion.

Coming in Whisper White, blue and Chocolate

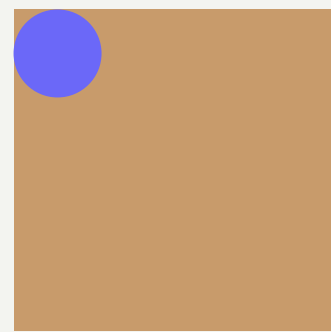
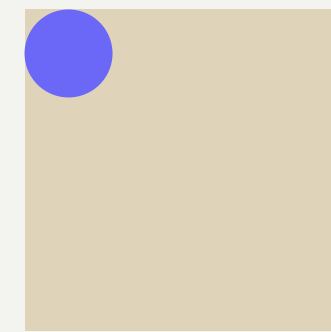
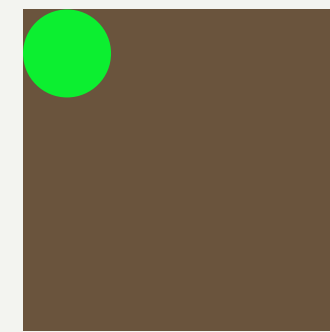
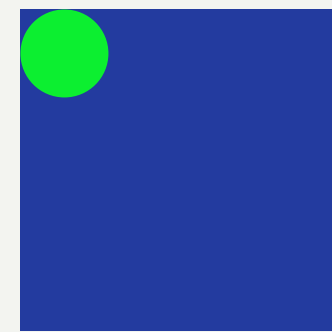
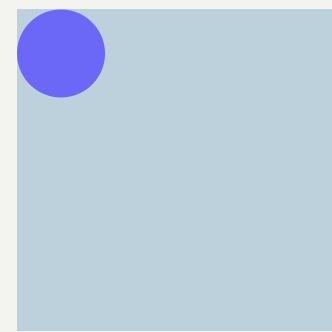
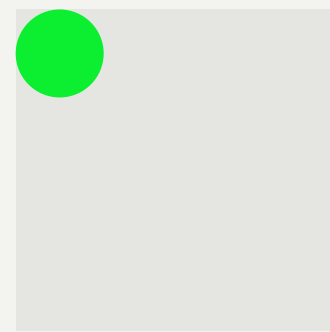
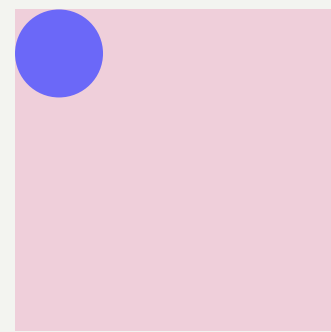
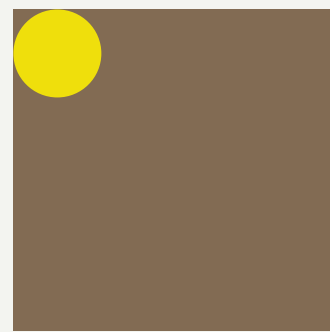
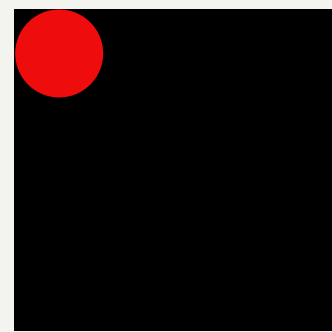
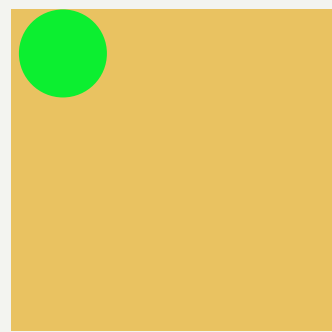


- Natural jute yellow to brown or gray color, with a silky luster.
- Rough textural hand and an extremely crisp drape.

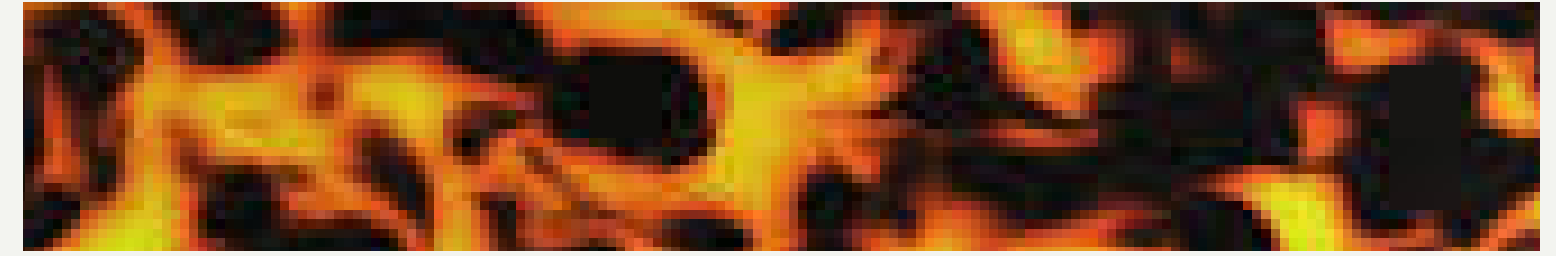
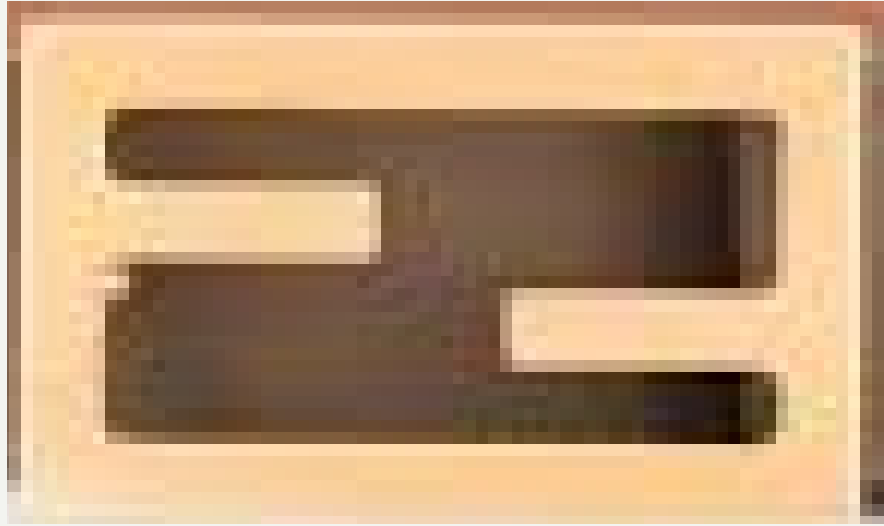


- Faux leather
- Super soft nap
- Opaque and weighing in at 240 gsm, four-way stretch.

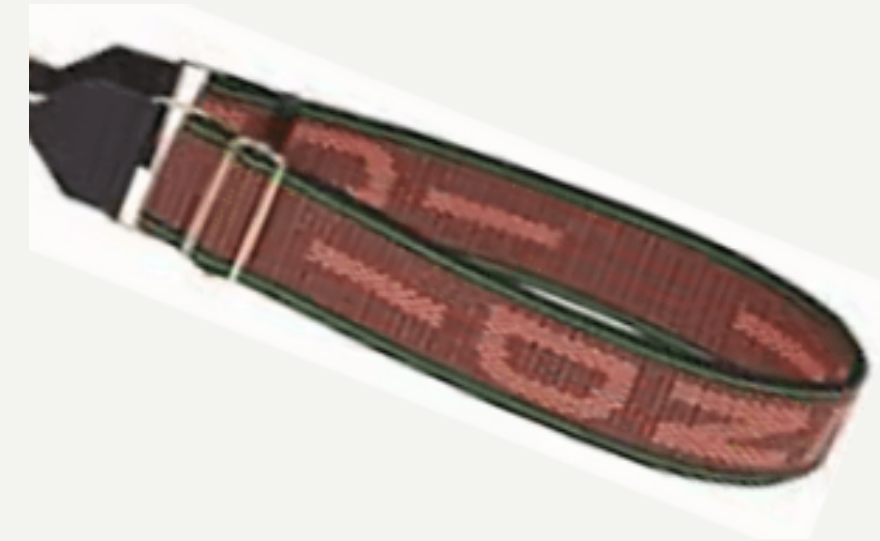
Coming in Sand, Starlight Blue and Italian white







# Patterns and Details



- Thin layer of padding under fabric
- durable plastic inside covering to allow phone to snap in
- 5.6x2.67x.31 in

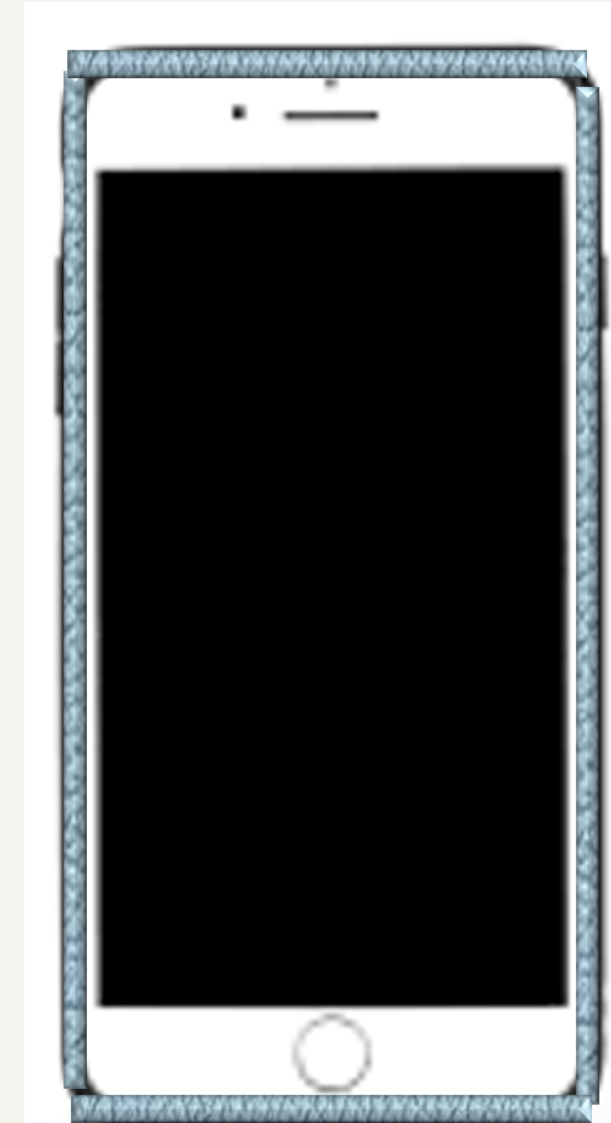


# Product Assortment pt 1





# Product Assortment pt 2



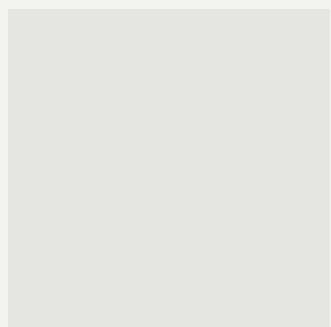


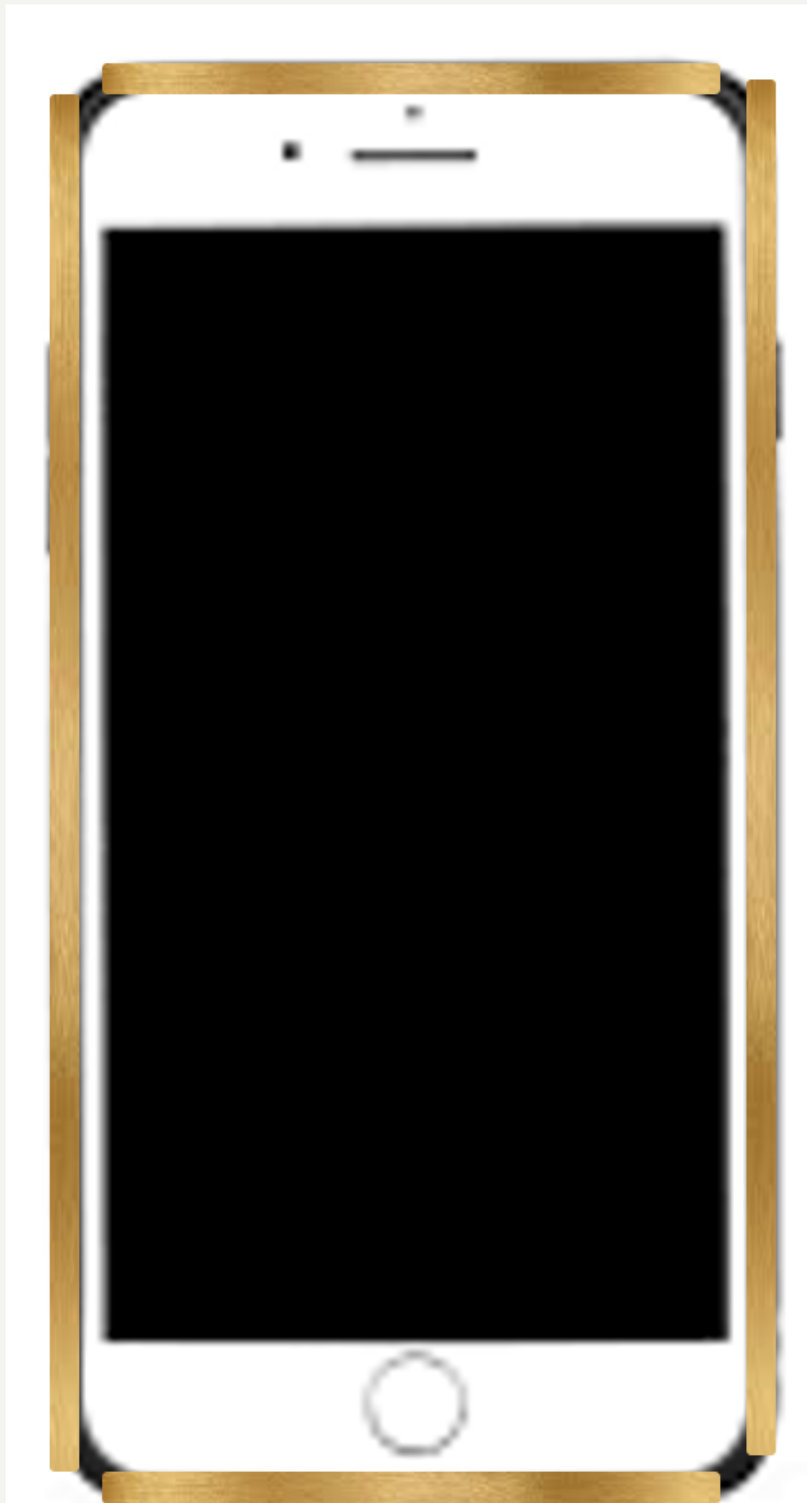


- xtremely soft, fashion weight, faux leather fabric in a jet black coloration
- Polyutherine and polyester
- Increased durability and stain resistance
- 5.6x2.67x.31 in



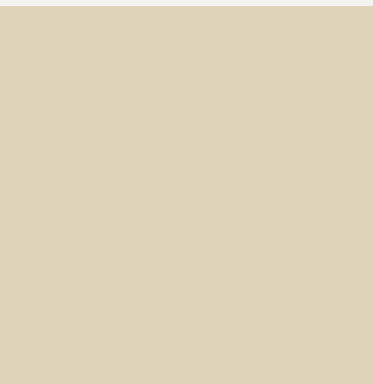
- Crocodile faux vinyl
  - Embossed bumps and scales opulent texture
  - Withstand tearing, punctures, stains and abrasion.
  - 5.6x2.67x.31 in
- Coming in Whisper White, blue and Chocolate





- Faux leather
- Opaque and weighing in at 240 gsm
- gold stainless steel detail
- 5.6x2.67x.31 in

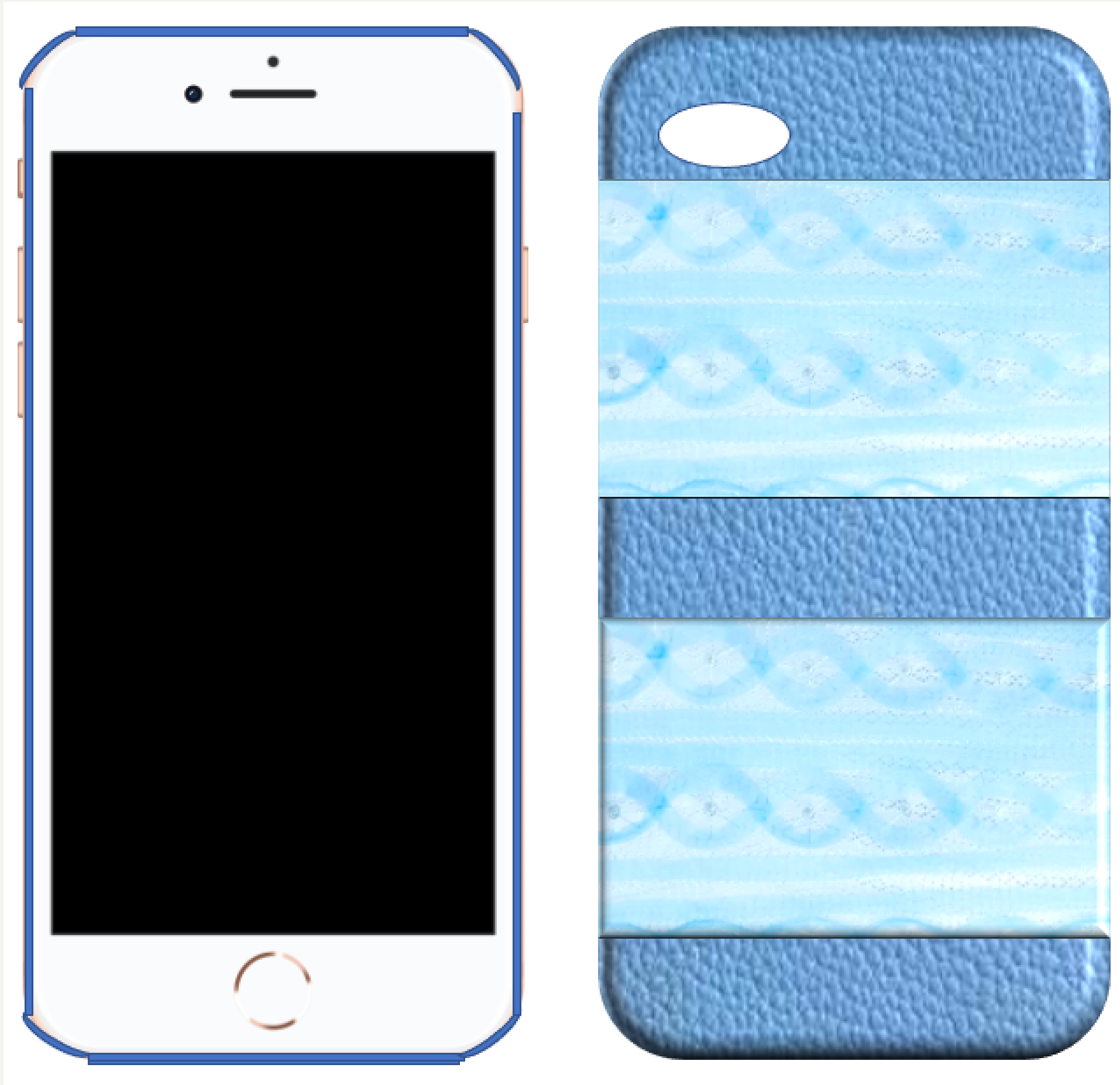
Coming in Sand, Starlight Blue and Italian white





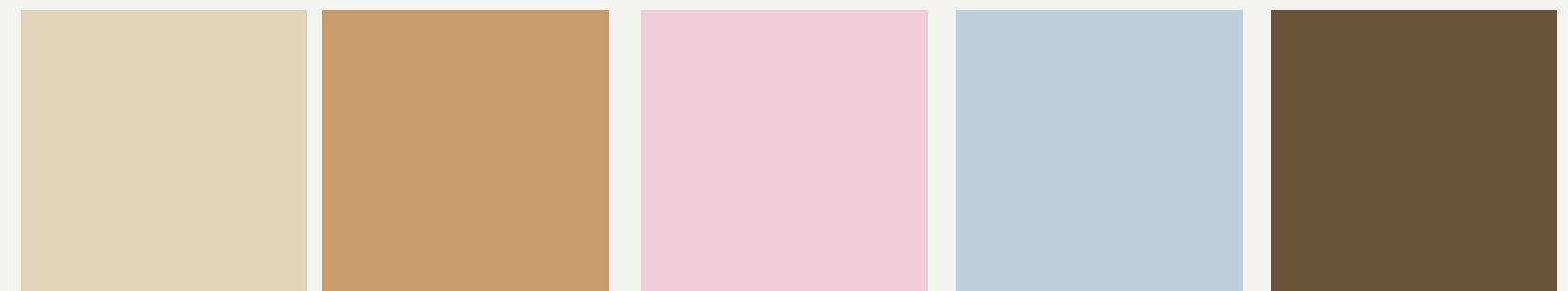
- strong, flexible and durable chestnut leather
- Authentic Fendi Strap
- 5.6x2.67x.31 in

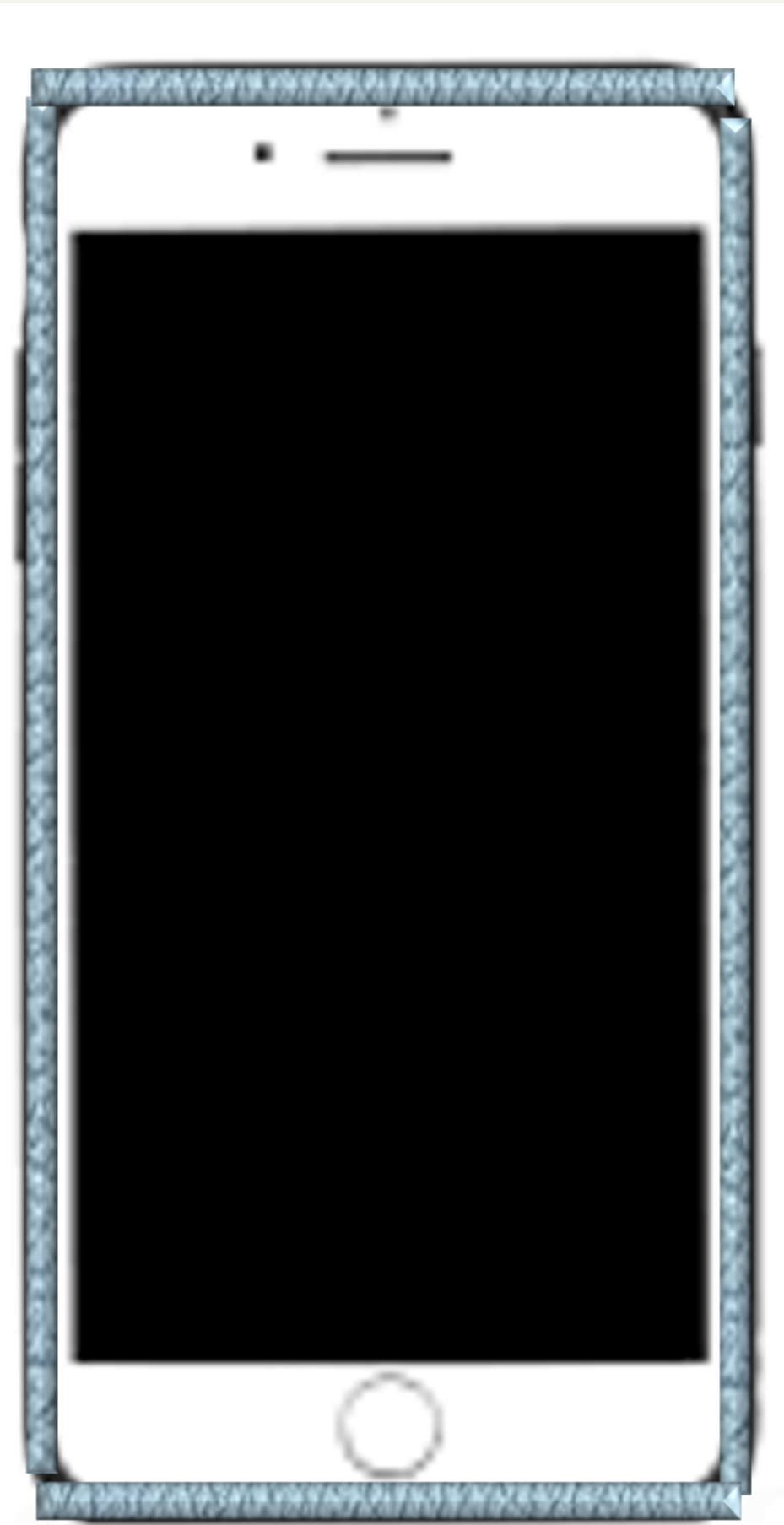




- Super soft nap, crocodile leather
- Opaque and weighing in at 240 gsm, four-way stretch.
- 5.6x2.67x.31 in

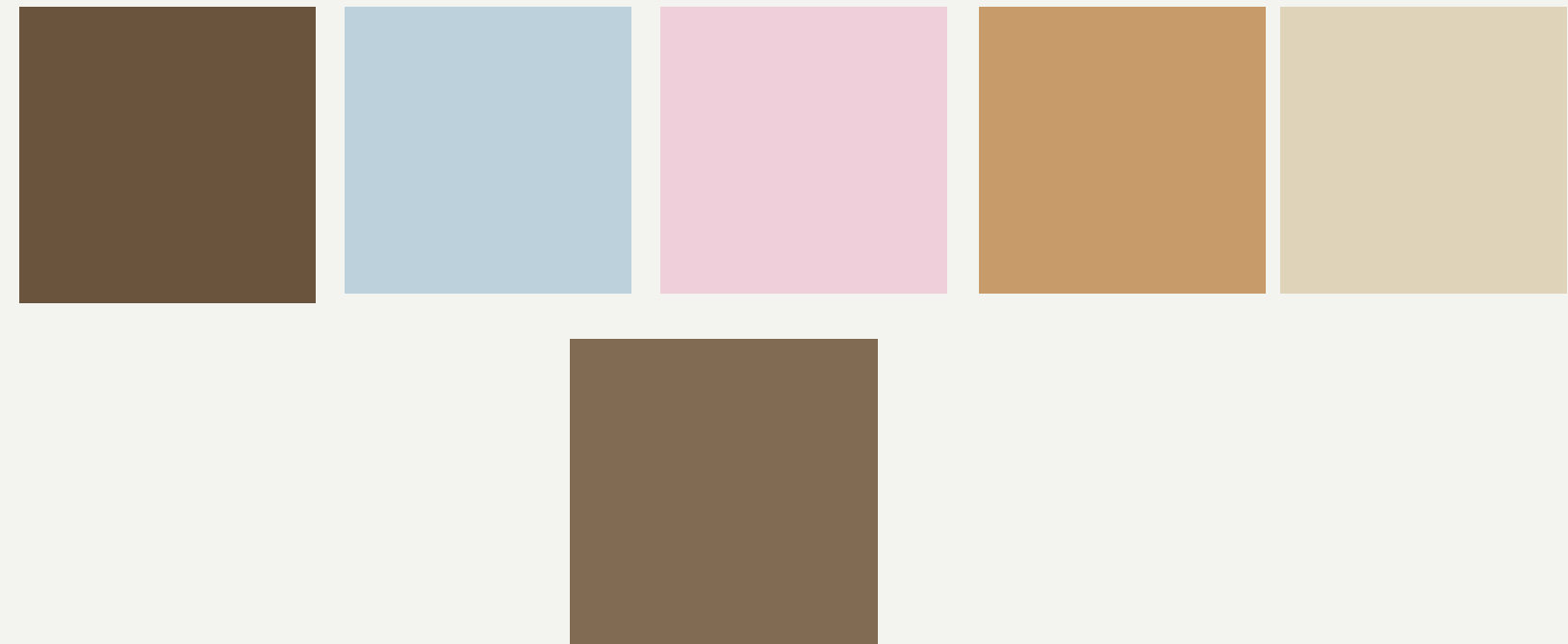
Coming in Sand, Starlight Blue and Italian white





- Crocodile faux vinyl
  - Embossed bumps and scales opulent texture
  - Withstand tearing, punctures, stains and abrasion.
  - 5.6x2.67x.31 in
- Coming in Whisper White, blue and Chocolate

- Natural jute yellow to brown or gray color, with a silky luster.
- Rough textural hand and an extremely crisp drape.



FENDI

BAGS WOMAN MAN KIDS GIFT IDEAS



BRINGING LUXURY  
TO YOUR MOST  
IMPORTANT ITEM

## Fendi x Casetify

DISCOVER MORE

September 29

FENDI fendi



BRINGING LUXURY  
TO YOUR MOST  
IMPORTANT ITEM



57,036 likes

fendi Nonconforming, yet uniquely identifiable. Head to the link in bio to discover all the details and watch



# Fendi x Casetify

Our customer yearns to stand out and make a statement. Almost everyone carries a phone.

Having an authentic Fendi phone case is sure to make our consumers stand out and feel luxurious in every element of their day to day lives.



# **Appendix/ Sources**



### Official Online Store

Shop for the best Fendi collections for women, men and kids online: fashion show looks, bags, accessories, jewellery and much more. Made in Italy.

Fendi Online Store



### Show Your Colors

We make the most sustainable yet protective phone cases for iPhone 13 Mini / iPhone 13 / iPhone 13 Pro / iPhone 13 Pro Max and tech accessories.

CASETiFY

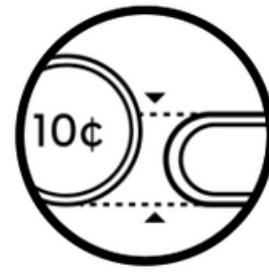
<https://careers.fendi.com/hr/#:~:text=Fendi%20is%20synonymous%20with%20luxury,and%20transfor m%20dreams%20into%20reality.>

<https://www.casetify.com/careers#:~:text=Our%20mission,personal%20style%20through%20tech%20 accessories.>

## Product Features



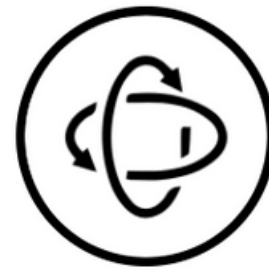
We're on a mission to set new eco-friendly standards.



Slimmer than a 10-cent coin



6.6ft drop protection



360-degree all around impact protection



Wireless Charging Compatible