



FENDI

SANDY  ALEXANDER

FENDI

Fendi is a global luxury retailer. They partnered with Sandy Alexander and our strategic partner Axis Global to create a memorable pop-up shop experience.

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WE ARE A BRAND EXPERIENCE COMPANY AND WE BELIEVE IN THE MAGNETIC POWER OF CREATING NEW EXPERIENCES.

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Challenge

Fendi needed to transform their Pop-Up outlet in Sawgrass Mills Outlet Mall near Miami, FL. The solution required offerings beyond limits – millwork, logos, printed flooring, vinyl application and precision color matching.



Solution

Sandy Alexander and Axis Global partnered to provide a supply chain solution that involved ideation to installation. The team provided graphics, in-store fixtures and all of the must-haves like the millwork, color matching and other needs.

▶ CUSTOM FABRICATION VIDEO



CLICK OR SCAN
THE QR CODE



◀ Result

Decreased international lead times, transformed and created a memorable and vibrant Pop-Up Shop that reflected the FENDI brand.