



FASHION FUTURE

Emily in Paris S5 x Fendi

How Culture, Fashion & AI Are Shaping Brands



Free resources

by Jasmin Majmudar



Emily in Paris S5 x Fendi



It's officially Christmas from Dec 1. It's Dec 18th and Netflix's over-hyped rom-com series is up. So I grabbed my tea and hit play on Emily in Paris Season 5, and right away... **boom**... Roman chic awash with overt luxury integrations greets me. It's not just a show anymore. It's a marketing machine.

Season 5 premieres December 18, 2025, on Netflix, all 10 episodes dropped at once, bringing Emily to Rome with fresh drama and even fresher brand collabs.

But here's the hidden plot twist for strategists like YOU. This is an insight storytelling, product placement, community building, AI, and sustainability that can gel into a single cultural moment.

Read the magic and the rocket science behind it.

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Emily's Story = Brand Storytelling

Emily Cooper's journey from Parisian intern to head of Agence Grateau's Rome office represents something every founder and marketer lives.

Growth after the hustle, reinvention under pressure, and visibility that feels real and not forced.

This season leans into

- A dual-city aesthetic (Paris sophistication + Roman heritage)
- Fashion that dress characters and tells their evolution
- Characters confronting personal and professional identity.

Insight: Brands should ask, "Is our product lifting the narrative forward or just stuck in a frame?" If it's the latter? That's lazy placement. The best collaborations are inevitable.

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Fendi x Emily: The Power of Capsule Culture

Let's talk capsule 🥰

Fendi launched three limited-edition bags: two Baguettes and one Peekaboo, just as Season 5 dropped.

These bags:

- ✨ Use Fendi's iconic tapestries and dots motif
- ✨ Come with a bespoke "Emily in Paris" tag
- ✨ Are available worldwide and online
- ✨ Retail upwards of \$4,950-\$7,700, premium positioning that tells a value story

Distribution & scarcity is a classic luxury strategy.
And timing with narrative arc is genius!

It positions:

- ✓ Emily as a brand ambassador without saying so
 - ✓ Fendi as both heritage and playful contemporary
 - ✓ Consumers as collectors, not just buyers
- For marketers: this is a how you ace merchandising as earned media.

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The Invisible Force Behind the Glam

AI isn't featured on screen, but it's everywhere behind the scenes.

1. AI in Storytelling & Placement Analytics

Netflix and partners likely use AI to:

- Predict which brands resonate most with viewers
- Analyze scene engagement for product placement impact
- Model purchase likelihood post-episode
- AI tools help brands decide which products get screen time and why, turning creative instincts into data-driven bets.

2. AI in Trend Forecasting & Fashion Creation

The tapestry and colorway choices in the Fendi capsules are not random. AI trend forecasting tools ingest social sentiment, color psychology, and search velocity to bake trends into products before they blow up.

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3. AI in Marketing Automation & Personalisation

Every email, every re-target, every “shop now” card tied to Emily in Paris merchandise likely uses AI:

- ✓ To segment audiences
- ✓ To personalise offers
- ✓ To predict next purchase propensity

So yes, AI is more than futuristic. It's an integrated real-time strategy.

Sustainability: Where Luxury Needs to Evolve

Alright, let's talk green with style

The fashion world is still wrestling with sustainability and luxury. Emily in Paris has historically been more aesthetic than ethical, but Season 5 subtly nods to heritage and responsible fashion cues, like vintage pieces and Italian craftsmanship that honors tradition.

What Brands Can Learn:

- **Sustainable Storytelling:**
Brands can weave sustainability into their narrative without preaching.
- Highlight craftsmanship, provenance, and repairability
- Tell the story of creation, not just the flash

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Capsules with a Conscience

The fashion future collaborations should explore:


- ✓ Eco-friendly materials
- ✓ Transparent supply chains
- ✓ Circular design, think re-trade, upcycle, resale tie-ins

Marketing secret: Sustainability is not just ethical, it's good branding, for the good.

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What Marketers Should Watch in 2026

From the Emily effect, here's what's shaping up:



📌 Hyper-Experiential Commerce:

Like shoppable scenes + virtual try-ons + interactive trailers.

📌 Blended Media Models:

Shows will be content-first, commerce-second, not the other way around.

📌 Authenticity as Currency:

Audiences are savvy and overt ads get tuned out. Seamless brand narratives work.

📌 AI-Powered Creative Decisions:

Not just ads but product design, launch timing, and influencer match-ups.

📌 Community-Led Co-Creation

Fans want participation.

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Predictions for the Next Wave

Here's where it gets exciting

🧠 Prediction 1: Smart product drop windows linked to narrative beats.

Brands will release products synced with story arcs, like after a character reveals a look.

🧠 Prediction 2: AI co-designed wardrobe bits, limited lines designed by algorithms and human creators.

🧠 Prediction 3: Sustainability focused capsules that prioritize longevity, repair, and resale value.

🧠 Prediction 4: Augmented reality shopping integrated into show platforms.

The companies that win will treat storytelling as the most powerful ad platform, not a channel.

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Actionable Takeaways for You

Let's close with what you can do next:

- ✓ Build narrative-centric campaigns, don't interrupt the story; extend it.
- ✓ Use AI where human intuition meets data, in forecasting, personalisation, and placement.
- ✓ Prioritise sustainability with transparency, tell why your product exists, not just how it looks.
- ✓ Create scarcity and desire with purpose, limited drops work best when emotionally anchored.
- ✓ Tap community energy by inviting participation, not passive consumption.

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FREE RESOURCES

THE MODERN MARKETER'S CHECKLIST

- ☐ Does our product serve the story, or is it just visible?
- ☐ Can we explain our brand's role in one emotional sentence?
- ☐ Would the audience miss our product if it weren't there?
- ☐ Is our brand aligned with the values of the characters/community we're entering?
- ☐ Are we building desire without encouraging overconsumption?
- ☐ Can we clearly state where, how, and by whom this product is made?
- ☐ Are materials responsibly sourced or consciously chosen?
- ☐ Do we encourage buying better, not just buying more?
- ☐ Is this campaign aligned with our sustainability claims or contradicting them?
- ☐ Are we transparent about what we're still working on?

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FREE RESOURCES

AI PROMPT LIBRARY FOR MARKETERS

AI for Ethical Storytelling & Product Placement

"Analyse this campaign/show/story and suggest ways our brand can be integrated without encouraging overconsumption, while staying aligned with sustainability values."

"Act as a cultural strategist. Where would our product feel emotionally relevant rather than visually dominant?"

AI for Sustainable Fashion Forecasting

"Using current fashion and cultural signals, predict trends that prioritise longevity, versatility, and reduced waste over fast cycles."

"Suggest design directions that balance luxury aesthetics with sustainable materials."

AI for Conscious Marketing Automation

"Create an email campaign that focuses on education, care, and long-term value, not urgency or FOMO."

"Segment our audience based on values and intent, not just purchasing behaviour."

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FINAL TOAST FROM RAW & TOASTED



Emily in Paris shows us how fashion is building a culture.

And Sustainability ensures it doesn't burn it down.

The future belongs to brands that:

- Tell better stories
- Use AI thoughtfully
- Design with intention
- Market with conscience
- And treat ethics as strategy, not PR



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SIGNING OFF FOR NOW



xx

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