

FAKE FENDI

For those who were fans of the Pop Culture series Sex and the City do you remember the episode when Carrie and her friends went to LA and Samantha bought a “fake” Fendi purse so she could fit in with the “it” crowd. The Group was invited to the Playboy Mansion for one of Hugh Heffner’s famous parties and Samantha mislaid her purse, saw a Playboy Bunny with a similar purse and accused her when confronted, only to find out that the Bunny’s purse was the real deal – Samantha and her friends had to do the next best and leave the function; <http://www.youtube.com/watch?v=fvKDbkYEPQY> (see the clip however explicit scenes are exhibited).

So what have we learnt from the “Fake Fendi”? When you know what you know - you will always unmask the “Fake Fendi”. Nothing can replace the real deal! As Jack Welch states “Acting Phony” kills the authenticity and people see right through you.

Recently I have been apprised from various sources, of people who claim to have Fitz Ritson qualifications. My seasoned Ristonites like the Fendi knew the distinguishing hallmarks of a “Fitz Ritson trained graduate” so when these aspirants were put to the test and failed the “Ritsonites” were mortally wounded because a real “Ritsonite” would never conduct themselves in like manner. On one hand I should be upset – yet on the other hand as the saying goes “Imitation is the sincerest form of flattery”. But this brings to mind the analogy of the wasps and the bees and a Fitz Ritson graduate at the end of their training has the ability to generate honey.

“Fake Fendis” are a world abundant– they know how to get themselves through the door, skirt around the with the lingo, impress the uninformed with the intent to make their mark, but the fool proof in the Fendi is that distinguishing logo brandished on the inside where only another Fendi can recognize.

“Fake Fendis” are in such a rush for acceptance they quickly bypass all the steps to get them into the elite “Club”. They are so myopic that they miss the obvious that the members know the rules, so will spot those who truly don’t belong and don’t qualify.

“Fake Fendis” leave a whirl wind of frenzy in their paths that it ends up being more costly than beneficial in the medium to long run. Was it really worth the effort? What did you benefit? For Gosh Sakes? What did you expect? It was a “Fake Fendi”!!!

On a final note “Fake Fendis” are heating up the leadership race on a global level – unlike real leaders they sit on the fence - grab the glory –play to the gallery and run – no honey makers there!