

INTERNET

## Ferragamo draws on romance of Florence for Valentine's Day gifting

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*#Ferragamo Valentine animation*

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By JEN KING

Italian fashion label Salvatore Ferragamo is celebrating the pursuit of love with an animated Web series focusing on Valentine's Day gifting.

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**Luxury Daily**

Shared on its social media accounts, Ferragamo asks its followers, "Will you be a #FerragamoValentine?" and includes a drawing of the two characters depicted in the animated shorts. To show that the featured products after the click-through are ideal for men, women or self-gifting, Ferragamo shared an image of the animation's male and female characters on either side of the Ponte Vecchio bridge in Florence, Italy, holding small gift boxes.

"I believe it will help sales, especially during Valentine's Day," said Romey Louangvilay, chief curator & director of digital marketing at [Curate Directive](#), New York.

"While men will mostly be shopping for their females, Ferragamo's bracelet is a good gift to give," he said. "But women are the primary shoppers, so the fact that the bracelets are promoted for both genders, Ferragamo isn't forgetting that women can buy it for men, or themselves."

Mr. Louangvilay is not affiliated with Ferragamo, but agreed to comment as an industry expert.

Ferragamo was unable to respond directly.

### Shopping for love

Instead of linking directly to the #FerragamoValentine campaign, the link provided in Ferragamo's social posts lands on the brand's home page. The page greets the consumer with a "Happy Valentine's Day" message, but does not force the holiday interaction.

Rather, the consumer can explore the tiles featured on the landing page which include women's fragrances and handbags, men, women and children's shoes, small leather accessories and eyewear, ties and silks, luggage and apparel. This allows for additional exploration that may result in a larger purchase than what was originally pushed in the Valentine's Day effort.

The Valentine's Day message at the top shows a red pencil drawing of Florence's Piazza Santa Trinita to the left and the couple dressed in red and black formal wear to the right.

A click-through has a similar image with the Santa Maria Novella church to the left, the couple centered and the dome of the Florence Cathedral on the right.



"While the cartoons are playful, Ferragamo does a brilliant job at not forgetting who they are," Mr. Louangvilay said. "By infusing scenes from Italy, it educates consumers on where products come from.

"As millennials continue to grow into the dominant consumer group, luxury brands need to relate to them and heritage stories show the brand's legacy," he said. "Millennials want to know where their products come from and how it's made if they are going to spend money on luxury items.

"Brands should remember that millennials don't want to be their parents and Ferragamo's approach is perfect at targeting them while not forgetting about their core consumer."

Below the opening are six tiles, three of which include 30-second animated videos framed within Ferragamo's woven leather bracelets. The remaining tiles show the women and men's versions of the bracelets and text that reads "The perfect gift to celebrate the special day for lovers."

In the first video, the male cartoon is searching for the female as she skips around

Florence, running past the sculpture of the David as he looks for her. When they are together, the man slips the red leather bracelet on her wrist and they sit to watch the Ponte Vecchio together.

Embedded Video: <https://www.youtube.com/embed/yeY-rokBxdo>

### *Ferragamo / A Florentine Romance*

For the second video, the roles are reversed with the female cartoon looking for her spouse. He evades her by running passed the Santa Maria Novella church before settling by the Arno river and hiding behind the Statue of Poseidon.

This animation ends with the female presenting the gift box and slipping the bracelet on her spouse's wrist before standing together to watch over Florence from the nearby lookout point, Piazzale Michelangelo.



*Still from the second #FerragamoValentine cartoon*

Ferragamo's third animation works as a summary of the first two versions by showing the gifting side-by-side for both characters.

All three videos can be shared via Facebook and Twitter as well as embedded via a link.



*Still from the third #FerragamoValentine cartoon*

Ecommerce is enabled through the two tiles showing only product. Here, consumers learn that the woven technique used for the bracelet extends to all Ferragamo's product categories including ready-to-wear and handbags.

The black version, ideal for men, is priced at \$320 while the red, available for \$250, is a special item created to celebrate Valentine's Day and is part of the spring/summer 2015 collection.

### Animated attractions

When brands incorporate products into campaign animations, the pieces are transformed and given a context that would not have existed otherwise if it was just merchandise standing alone.

For example, U.S. jeweler Tiffany & Co. digitized its concierge service to help pinpoint ideal gifts for consumers' loved ones this Valentine's Day.

Tiffany introduced its Valentine's Day gift guide on social media with a series of posts that incorporated the jeweler's designs into seasonally appropriate imagery. These images promoted Tiffany's "Concierge of Love" who dispensed tips for consumers seeking love and relationship advice, through the purchase of the jeweler's pieces ([see story](#)).

Ferragamo used this whimsical product placement tactic to introduce its Mini collection, a footwear capsule for young girls.

To introduce the Mini collection, Ferragamo created a microsite, linked from its homepage. At the top of the page is a photo of a toddler girl standing next to a gigantic lavender flat along accompanied with large white cats and wearing a princess hat superimposed on her head ([see story](#)).

Given Valentine's Day association with handwritten cards and nostalgia, a cartoon campaign is fitting.

"This is a whimsical approach to their online marketing that I fairly enjoy," Mr. Louangvilay said. "It's rare for a luxury brand to experiment with different tactics and their use of cartoon characters put the brand's products in realistic situations, although using cartoons.

"The cartoon's actions, especially in the video, help viewers relate to the product and show the type of situation that it's appropriate for," he said.

"And it's Valentine's Day, so consumers are in that mindset to be a bit more playful and Ferragamo's marketing tactic just helps the campaign become more relatable to their target audiences."

### Final Take

*Jen King, lead reporter on Luxury Daily, New York*

Embedded Video: <https://www.youtube.com/embed/3Uhf2iYpwjQ>

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