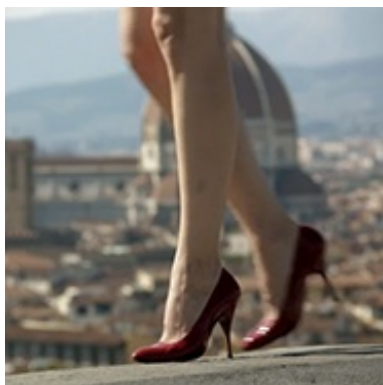


IN-STORE

## Ferragamo Museo instills brand pride in new employees

April 27, 2015



*Ferragamo Equilibrium video still*

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By JOE MCCARTHY

FLORENCE, Italy – Not only does the Ferragamo Museo inspire consumer aspiration, it also establishes continuity of tradition among employees, according to two brand executives at the Condé Nast International Luxury Conference April 23.

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Salvatore Ferragamo was a prolific creative mind, leaving behind thousands of archived items that compose the bulk of his eponymous museum. When training new employees, visiting the museum is oftentimes the best way to impart the spirit of the brand.

"Heritage is a direction, it's a framework of ideas, of innovation, of talent, of style, of vision," said Leonardo Ferragamo, director of **Salvatore Ferragamo**, Florence.

"It is this philosophy that continues through times, and becomes a guiding line for the company," he said.

Look around

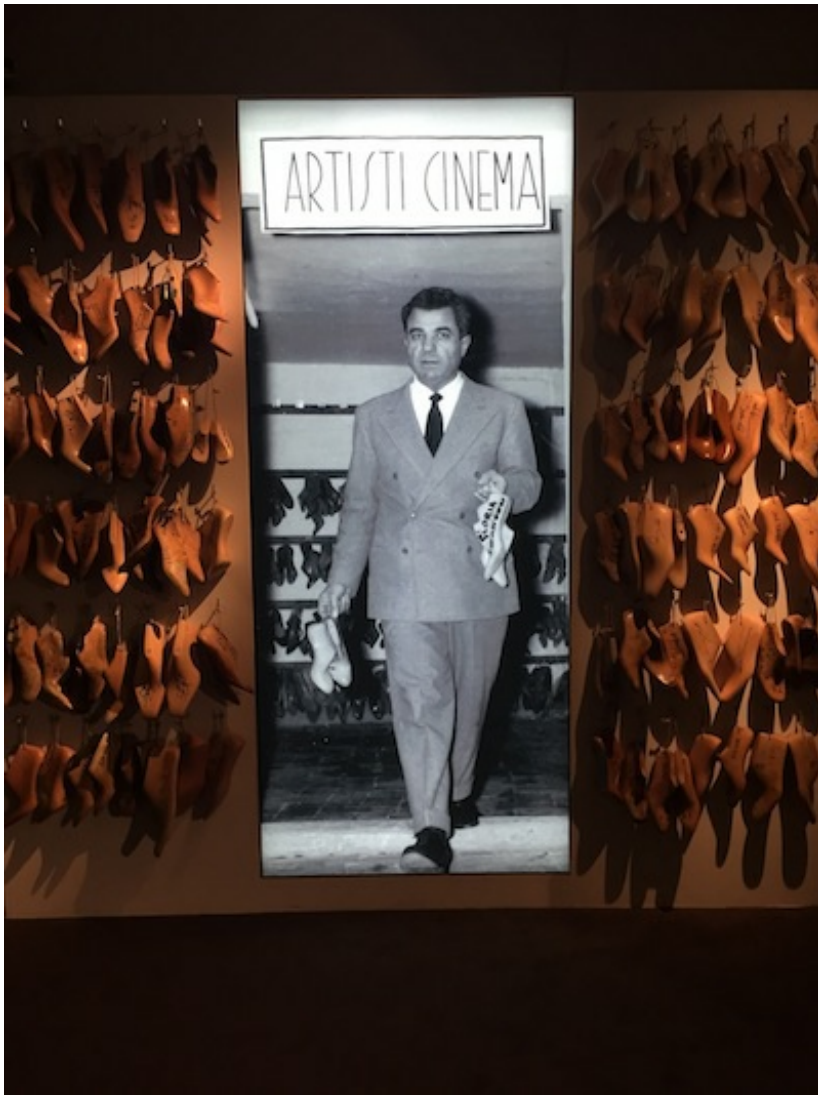
Every luxury brand needs a coherent origin story that charts the founder's rise. Ideally, this tale will involve resilience through adversity or obscurity as a way to show that love of craftsmanship supersedes financial concerns.

The Ferragamo brand benefitted from Salvatore's habit of preserving shoes, sketches, notes, inspirations, materials and more, because they bear out the intense passion he had for his craft.



*A Ferragamo fairy tale video*

For many years, the Ferragamo family preserved their father's archives until they realized that the public would benefit from viewing the inner workings of such an ingenious mind.



*Salvator Ferragamo*

From here, the brand first assembled an exhibit that traveled to museums around the

world. After substantial positive feedback, Ferragamo then decided to dedicate an entire museum to the collection, to fully cement the legacy of Salvatore.

New and old employees alike regularly visit the museum to freshen up on brand history and to renew their sense of purpose. Roaming through and studying the artifacts of Salvatore helps employees envision themselves as part of a historically significant company, a company that has retained integrity through generations.

Rest assured

Luxury brands gush about their founders, and making a temporary or permanent museum display to enshrine that adulation makes sense on a few levels: it lets the public see why the praise is justified, provides an extended opportunity to engage with consumers and gives a brand a chance to catalogue all the details that do not neatly fit into a sound byte narrative. Brands across categories seize this opportunity.

For instance, Italian jeweler Bulgari partnered with curators to put on an exhibit dedicated to celebrating classic Italian fashion and culture during the mid-twentieth century.

The exhibit, titled “Bellissima. Italy and High Fashion 1945-1968,” was curated by Maria Luisa Frisa, Anna Mattiolo and Stefano Tonchi and explored the interaction of Italian art and fashion during a time when the country was flourishing. Bulgari also included a selection of its iconic jewelry in the exhibit ([see story](#)).

Also, French jeweler Cartier released a social video to correspond with its exhibition at the Denver Art Museum.

The historical overview that the video offers presents viewers a glimpse into Cartier’s growth over time. The release of the video is about halfway through the exhibition’s scheduled time in Denver, which will likely drive awareness and intrigue among Cartier enthusiasts who have yet to travel to the museum ([see story](#)).

Perhaps most importantly, museums can prevent a brand from straying too far from core values.

"It's important for people to come from the company because they are new and it's a good occasion to learn the DNA of the company," said Stefania Ricci, director of Museo Salvatore Ferragamo, Florence.

Final Take

*Joe McCarthy, staff reporter on Luxury Daily, New York*

Embedded Video: <https://www.youtube.com/embed/TInwMRnIW5M>