

INTERNET

Ferragamo expands customization options via MTO Driver shoe

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Photographer Johannes Huebl poses for Ferragamo's MTO Driver campaign

By KAYSORIN

Italian apparel and accessories label Salvatore Ferragamo is giving consumers a chance to participate in the design process with a new customization program for its iconic men's driving shoe.

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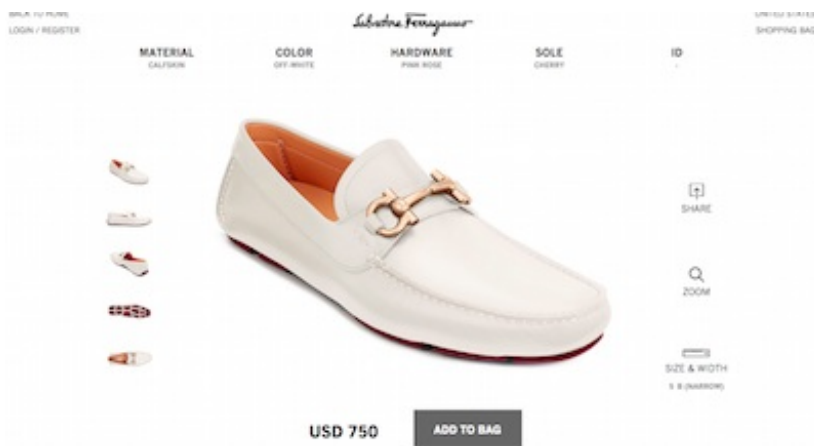
The MTO (Made-To-Order) Driver will allow consumers to personalize the shoe according to their own preferences for color, material and hardware, creating a unique design that is truly their own. Customization of luxury goods allows a brand to emphasize its commitment to quality materials and impeccable craftsmanship and provide a meaningful product that consumers can connect with emotionally.

"Customization is key to creating exclusivity in fashion today. It allows for for the injection of personal style on respected and iconic designs true to the Ferragamo lifestyle," said James Ferragamo, women's and men's shoes and leather goods division director, [Salvatore Ferragamo](#), Florence.

Piece by piece

Ferragamo's Driver shoe combines the brand's original moccasin with the classic driving

shoe. It is crafted featuring minimalist design, a hidden sole and rubber inserts to improve flexibility.



Consumers can customize the Driver shoe on the brand's Web site

"While made-to-order services have always been a hallmark of brands in the luxury space, the level of customization has grown in recent years," said Elizabeth Weinstein, account executive at [The O Group](#), New York. "Bespoke services are no longer limited to Savile Row thanks to growing technology.

"Luxury brands are expanding their range of services and allowing consumers to personalize everything from their own fragrance to the color of their soles."

The MTO Driver will allow for over 100 permutations of the upper body of the shoe, the sole and the classic Ferragamo hardware. The shoe is currently available in crocodile, ostrich, calfskin and suede.



Alexander Ljung represents Ferragamo in the campaign

The MTO Driver is available in a wide range of colors, including ultramarine, ruby red, dark green, dark grey, off-white, lemon drop and spearmint, ensuring that each consumer can find a color representing his personal style. The invisible sole comes in colors such as cherry, dark brown and black.

Ferragamo's iconic Gancio bit decorates the top of the Driver shoe and is also able to be customized in polished gold, metallic blue and graphite. The bit is inspired by the wrought

iron gate of Salvatore Ferragamo's palazzo in Florence and has been used for years to symbolize the brand's luxurious Italian aesthetic.

The brand is promoting the MTO Driver with its Ferragamo Escape campaign, featuring three prominent men in a variety of industries. Racecar driver Mathias Lauda, Alexander Ljung of SoundCloud and photographer Johannes Huebl all posed for the campaign, which was promoted with the hashtag #FerragamoEscape.



Mathias Lauda poses for the Ferragamo Escape campaign

Personal style

Ferragamo has previously introduced customization efforts for a variety of other products before its MTO Driver shoe.

In 2013, the leather goods maker expanded its customized product range with the re-launch of Su Misura Made-To-Measure to include tailored men's shirts.

The Italian brand, known for its footwear and large and small leather goods, offered custom suiting, jackets, pants and now dress shirts for men at select flagship stores and through at-home appointments. Ferragamo pushed the addition to its made-to-measure service at its New York flagship store – the only U.S. location where custom shirts are offered – with in-store activities to draw attention to the program ([see story](#)).

Other footwear brands have seen the advantage of offering more bespoke products.

For example, British footwear label Jimmy Choo now offers a made-to-measure service that is available via in-store pick-up at nine of its boutiques in North America.

Across industries ranging from apparel and accessories to automotive, bespoke options are a primary interest among affluent consumers aiming to have a one-off piece of their favorite brand. These services, no matter the industry, enable a brand to underscore its dedication to craftsmanship while allowing the consumer to be part of the design process ([see story](#)).

Ferragamo's MTO Driver program takes the brand's bespoke offerings to the next level.

"Consumers nowadays have a much higher expectation when it comes to the level of service they receive online," Ms. Weinstein said. "It's an integral part of the luxury brand

experience.

"By allowing consumers to customize made-to-order products online, like the Driver and Vara Bow shoe, Ferragamo is further enhancing an already extraordinary retail experience and expanding their influence beyond physical retail."

Final Take

Kay Sorin, editorial assistant on Luxury Daily, New York

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