

INTERNET

Ferragamo makes romantic connection through watches in social film

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Image from Ferragamo's F-80 timepiece effort

By SARAH JONES

Italian fashion label Salvatore Ferragamo is placing its timepieces at the center of the action in a social video.

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Ferragamo's short film makes its F-80 watch for men a lead character, starring alongside a woman and man destined to meet. Going beyond product placement, this effort's narrative is driven by the merchandise rather than happening around it.

"This watch is for the ultra fashionable, jet-setting power couple who enjoy the finer things in life no matter what the cost," said Ryan Clark, founder of [Luxury Branded](#), Victoria, British Columbia.

"While the story of a wealthy couple coming together on a private jet isn't exactly a new idea it right away gives you a feeling that these timepieces are something special," he said. "While I hate to be negative, I do think they made a few too many obvious close-up shots of each watch which kind of threw the flow of the story they were trying to tell off its tracks."

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

Ferragamo was unable to comment directly.

Taking time

Ferragamo's film "Question of Time" debuted on its Facebook page alone, reaching its largest audience on social media. Along with the video is the text "A man. A woman. A watch. The only one. The F-80 by Salvatore Ferragamo. #FerragamoTime"

The 40-second video begins with a closeup shot of animal print heeled booties walking across asphalt. The camera pans out to show the owner of the shoes striding across a tarmac towards a parked private plane.



Video still

Following a close-up of the face of a woman's watch, the woman is seen slowly boarding a plane, ascending the steps into the cabin. On her wrist is the same watch shown before.

Changing gears, the video shows the face of a man's timepiece filling the screen. The wearer is shown behind the wheel of a car, speeding towards the plane with the woman in his sights.

He gets out and shuts the door as the camera again focuses on his wrist and the watch sitting there.



Video still

Without dialogue, the plot is conveyed through expressions and actions. The man points

to his timepiece, indicating that it is time, which gets a knowing look from his female companion.

She gets off the plane and walks toward him, and the final shot shows the pair holding hands, their watches both facing the camera.

QUESTION OF TIME A man. A woman. A watch. The only one. The F-80 by Salvatore Ferragamo. #FerragamoTime

Posted by **Salvatore Ferragamo** on Monday, August 31, 2015

This campaign continues in the vein of Ferragamo's recent jet setting social campaign. The house is celebrating its cinematic roots with a social campaign that takes its pre-fall collection on a journey to Hollywood.

Lensed by Lorenzo Agius, the images show models getting ready to board a plane, wearing sunglasses in movie star fashion. Rounding out the scene setting, the label tapped DJ Harley Viera-Newton to curate a #FerragamoInFlightPlaylist on online music streaming service Spotify ([see story](#)).

Main character

Timepieces are often the subject of emotionally-driven campaigns.

Italian fashion brand Dolce & Gabbana unveiled a sentimental family-oriented social video in Dec. 2013 to debut its new line of women's watches to appeal to consumers' holiday mood.

Dolce & Gabbana's video, "Matilde!" features a young girl as the title character, hoping to give her mother a special gift for Christmas, a specially designed Dolce & Gabbana watch. With this video, Dolce & Gabbana is able to both entertain fans and appeal to last-minute shoppers unsure of what to buy the women in their lives ([see story](#)).

French leather goods brand Hermès spread awareness for its Nantucket watch with a social video that shows time elapsing through dancers.

Hermès' "Silver Hours" film shows a pair of women dancing in front of a square mirror sitting upright on a beach. Even without directly showing the timepieces until the end, Hermès was able to raise awareness for the watches through the models' movement ([see story](#)).

This kind of social film can gain traction if it strikes the right emotional chord.

"After just a few hours of going live the video has had over 80 shares and 3,300 views although looking back at older content the brand has shared, it isn't getting quite the same attention," Mr. Clark said. "Salvatore Ferragamo is known for their shoes and fragrances the most so it will take time to educate and inspire people to purchase the new luxury watch on the block."

Final Take

Sarah Jones, staff reporter on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/84N1BDSPrRQ>

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