

COMMERCE

## Ferragamo tries on icons for a new footwear generation

December 7, 2015



*Ferragamo capsule by Edgardo Osorio*

By STAFF REPORTS

For its ongoing "100 Years, 100 Days" initiative, Italian footwear label Salvatore Ferragamo has launched a shoe capsule reimagining its classic designs.

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Instead of creating its own curated collection as part of the celebratory effort, Ferragamo enlisted the expertise of Edgardo Osorio, the founder and creative director of high-end footwear label Aquazzura. Although Mr. Osorio is behind the capsule's designs, the 12 styles included are updates of Ferragamo "hallmarks," making the collection enticing for enthusiasts.

Icons of new

The Ferragamo capsule sees the "color, glamour, lightness of touch and groundbreaking use of materials" updated by Mr. Osorio.

Social posts shared by Ferragamo give sneak peeks of the included designs, many of which will be instantaneously recognizable by brand enthusiasts. Overall, the capsule works to show how "new culture and technology can bring Salvatore's restless creativity to life for the contemporary woman. Yet the allure of Hollywood's Golden Age remains a constant source of inspiration."

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Posted by [Salvatore Ferragamo](#) on [Tuesday, December 1, 2015](#)

Each of the post shared links back to Ferragamo's "Icons" microsite, created for the 100 Years, 100 Days campaign, an ode to both Mr. Ferragamo's career and Hollywood ([see story](#)). Beginning on Day 60, consumers can learn more about the collaboration between Ferragamo and Mr. Osorio.

Day 61 includes a blurb about the collaboration as well as a craftsmanship video showing Mr. Osorio working on three Ferragamo styles he has recreated for the capsule. The days following are assigned a style including

Ferragamo's rainbow wedge, the polka dot shoe and the wing shoe, all of which were designed for Hollywood clients such as Mae West, Joan Crawford and Marilyn Monroe.

In addition to the shoes themselves, five of the capsule collection's styles are juxtaposed with exclusively commissioned works by Chinese pop artist Han Yajuan.

"For me it's an honor to reinterpret the extraordinary style of Salvatore Ferragamo for a new generation of women," said Mr. Osorio in an interview with [Women's Wear Daily](#). "This collaboration is very important for me because it marks the first 10 years of my career, which started in Ferragamo at 19: my first job in the world of luxury footwear."

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