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Ferragamo pays homage to Hollywood in “Signature” style

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Elettra Wiedemann in Ferragamo Signature

By STAFF REPORTS

Italian fashion label Salvatore Ferragamo is celebrating its century-long ties to cinema with the release of a contemporary short film project.

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"Ferragamo Signature" premiered at an interactive event in New York Dec. 8, in which guests became Hollywood stars themselves, posing for a live-streamed feed among a collection of film sets. This event and project is the culmination of Ferragamo's 100-day homage to its origins as a shoemaker to the stars.

Captured on film

Ferragamo's event created a world it calls "Gancio Studios." Movie sets from throughout time, ranging from black-and-white to Technicolor, were displayed along with the label's Signature eyewear and watch collections.

Giving guests their 15 seconds of fame, and making a statement on the immediacy of content with today's digital channels, the event was live-streamed to Ferragamo's Icons microsite.



Ferragamo Gancio Studios event

For the 100 Years, 100 Days campaign, a new photo has been posted everyday to a microsite to commemorate the 100th anniversary of Mr. Ferragamo's arrival in Hollywood. Accompanying the photos are quotes from Mr. Ferragamo himself; together, the page will explicate the parallels between Hollywood and Salvatore Ferragamo and depict their mutual influence ([see story](#)).

The Gancio is the emblem of the house, which references Ferragamo's headquarters since 1933, Florence's Palazzo Spini Feroni. The landmark ties into the brand's Italian craftsmanship.

Ferragamo also premiered its film project in a vintage screening room. The short stars the descendants of Hollywood royalty Ingrid Bergman and Gregory Peck, Elettra Wiedemann and Ethan Peck.

In the video, Mr. Peck sits at a table across from a female companion, who is standing holding a glass of wine. Time is standing still, suspending the contents of a glass thrown in mid-air, showing how much can happen in a moment.

During the movie, the camera provides most of the movement, zooming in and out on the Signature collection items the actors are wearing.

Ferragamo Signature

As the film returns to normal speed, the cause of the thrown glass is revealed to be Mr. Peck's wandering eyes towards a woman outside.

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