

ADVERTISING

Ferragamo mixes high fashion with hide-and-seek to advertise spring season

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Ferragamo spring/summer 2016 ad campaign

By SARAH JONES

Italian fashion label Salvatore Ferragamo is pursuing the finer things in life through a vivacious spring/summer 2016 advertising campaign.

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"Lo Splendore Della Vita," or "The Splendor of Life," is based on the eponymous brand founder's idea that beauty is limitless and a drive for perfection never ceases. Beyond promoting the brand's latest apparel and accessories, this campaign seeks to inspire consumers by speaking to the intangible luxuries that elevate a life.

"The spring '16 print campaign has a lighthearted feel, in what seems to be an upscale Italian villa by the sea," said Rony Zeidan, president and creative director of [RO NY](#), New York. "It builds upon the Italian jet set, destination feel we've been experiencing from their past campaigns."

"What the video does is it gives a glimpse of playfulness that these beautiful young rich individuals portrayed by the models would spend their time at such a spot," he said.

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

Ferragamo was unable to comment directly before press deadline.

Life experiences

Ferragamo's campaign was photographed by Craig McDean, starring models Maartje Verhoef, Jing Wen, Julia Van Os and Jon Kortajarena. The print effort takes place at the intersection of a beach and city, an homage to Mr. Ferragamo's journey from southern Italy to Hollywood in the 1920s.

In one image, a trio of women lie on a balcony overlooking the sea, their feet leaning against the railing in front of them. They are captured seemingly in deep conversation, sharing confidences with friends.



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Nods to childhood pastimes also make an appearance, as Ms. Wen is pictured posing next to a cherry red bicycle.

Others show individual models looking pensively out at the water, appearing to contemplate the meaning of life itself.

Of the campaign, Ferragamo explained in a statement, "The print and digital campaign depicts the timeless lifestyle of the sophisticated globetrotter - evoking the inherently Italian notion of lo splendore della vita, that luxurious quest for pleasure and delight, effortlessly achieved at one's own pace and locale."

The backdrop was intended to make the graphic apparel in Ferragamo's spring collection pop.



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An accompanying video by Theo Stanley expands on the concept of the print campaign, capturing the models in a friendly game of hide and seek in a coastal villa and the surrounding grounds.

At the start of the one-minute short, Ms. Wen is shown in close-up counting up to 10 with her hands over her eyes.

Her companions are soon seen scampering up and down stairs, peering around corners and tiptoeing by the pool as they try to evade her eyes.

Creating the image of a modern Cinderella, one of the models drops her shoes on a staircase, likely intending to throw her pursuer off her scent.

Their paths intersect as they pop in and out of doorways in a dimly lit corridor.

Even as the film winds down, the game is shown to continue, Mr. Kortajarena takes a turn at being "it."

Salvatore Ferragamo Spring Summer 2016 Campaign

"I think overall a few key factor stand out from this campaign; first their choice of product, like the all leather yellow satchel bag with no hardware, and a new shape for the brand, and the striped heels," Mr. Zeidan said. "Design elements you could expect more from Kenzo or Mansur Gavriel than you would from Ferragamo."

Looking back

Ferragamo's Hollywood roots can be seen across the brand's marketing, as it pays tribute to its founding designer.

For instance, the fashion label just celebrated its century-long ties to cinema with the release of a contemporary

short film project.

"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 was the culmination of Ferragamo's 100-day homage to its origins as a shoemaker to the stars ([see story](#)).

While childhood games and fashion may initially seem disparate, nostalgic themes have appeared in other brands' campaigns.

For one, French fashion house Givenchy relived childhood pastimes with its fall/winter 2015 advertising campaign.

In a 30-second video released online prior to any campaign stills, models took over a mansion, playing arcade games and basketball in tailored attire. This unconventional scene likely made consumers pause and create a sense of nostalgia for their own younger years ([see story](#))

"It seems that Ferragamo, along with many other brands are trying to appeal to the millennials," Mr. Zeidan said.

"This is a major turn for them, and a surprising one to say the least, from the styling, to the attitude, and the lightheartedness of the plan.

"Why can't Ferragamo join the playground too?"

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