

COMMERCE

Massimiliano Giornetti exits Ferragamo after 16-year tenure

March 24, 2016



Image from #FerragamoHollywood campaign

By STAFF REPORTS

Italian footwear label Salvatore Ferragamo is the latest brand to lose its creative director.

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Massimiliano Giornetti announced that he plans to leave Ferragamo March 24, after Milan ended trading for the day, as the footwear label is publicly listed. Mr. Giornetti now joins a list of fashion atelier alums, such as Raf Simons, Alexander Wang and Alber Elbaz, who have decided to step down, in one way or another, from prestigious positions at the industry's leading houses ([see story](#)).

Shoes to fill

Mr. Giornetti joined Ferragamo in 2000 when he was hired to design and develop the brand's menswear lines, becoming the category's creative director in 2004.

In 2010, Mr. Giornetti designed the fall women's collection, which then resulted in a promotion to overall creative director of Ferragamo in 2011.



Ferragamo's spring/summer 2016 campaign

As of press time, Mr. Giornetti has not released a statement giving cause for his departure from Ferragamo. But, the Group CEO Michele Norsa said, "We will take this opportunity to revisit our creative approach. Over time, the company has nurtured and sponsored many young designers and is fortunate to be able to count on an excellent in-

house team."

It is that in-house design team that will continue Ferragamo's duties and projects until a successor for Mr. Giornetti is recruited.

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