

INTERNET

Ferragamo leverages pursuit of perfection ideology for digital series

April 1, 2016



Hikari Yokoyama for Ferragamo and Wallpaper magazine*

By JEN KING

Italian footwear label Salvatore Ferragamo is using pieces from the spring/summer 2016 collection to explore how it is positioned at the intersection of fashion and art.

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Driving this concept home and illuminating its mantra that "there is no limit to beauty or the pursuit of perfection," Ferragamo worked with shelter publication Wallpaper* magazine Bespoke on a digital series of short films. The end result includes an "in conversation with" interview discussing the "pursuit of beauty," stylized stills and a curated apparel and accessories edit.

Ferragamo was unable to respond directly by press deadline.

Pursuing perfection

To set the stage for the content created for spring/summer 2016, a piece of Ferragamo's year-long "Splendor of Life" campaign, the label worked with Wallpaper* magazine's art directors. The concept uses carrara marble, dark woods and cement pillars to evoke the structural timelessness and craftsmanship of the collection.

The setting for the series is also a reflection of Paddle8 founder, curator and philanthropist Hikari Yokoyama's career spent in galleries and auction houses. London-based Ms. Yokoyama's feature series' imagery is the subject of the "in conversation with" interview and the personality curated the apparel selected for the effort.



Hikari Yokoyama in Ferragamo spring/summer 2016

Ferragamo has heavily promoted the series on its social media accounts, including Facebook and Instagram. Each post and a link provided in its Instagram bio direct consumers to a microsite dedicated to the digital series. Similarly, Wallpaper* magazine has featured a banner advertisement for the series on its Web site, also linking to the Ferragamo microsite.

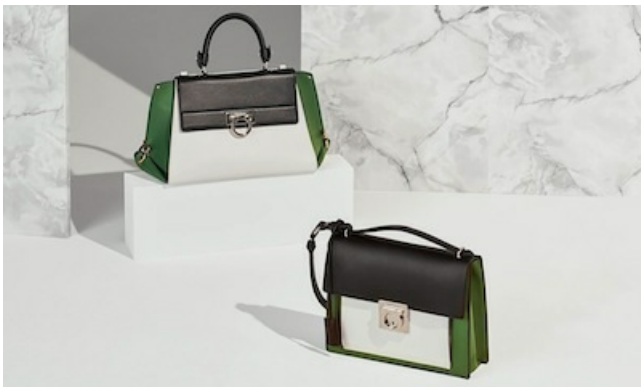
The microsite, found at spring2016.ferragamo.com, begins with Ms. Yokoyama's interview, titled "Beauty Unframed." In the minute-long film, Ms. Yokoyama explains why she agrees with Mr. Ferragamo's ideology for the pursuit of perfection, and how it fits with a creative person's process serving as a motivator to keep creating and expanding their practice.

Salvatore Ferragamo | Beauty Unframed

Ferragamo's microsite content continues with five sections. Each section categorizes pieces from the spring/summer 2016 collection, curated by Ms. Yokoyama.

"Femininity in Form" explores how "clean lines and elegant features define timeless style" with pieces worn by Ms. Yokoyama in the film. The shoppable edit includes Ferragamo's striped lace camisole dress, a medium-sized structural clutch, footwear from the label's collaboration with Aquazzura founder and creative director Edgardo Osorio ([see story](#)) and the Signorina Misteriosa fragrance, among others.

Additional curated sections include "Reproduction in Prints," "Pop Art Perspective," "Mixed Media" and "Color Block Theory," all of which take concepts from the art world and apply them to Ferragamo's fashions.



Ferragamo handbags seen in the Color Block Theory section

As with the Femininity in Form, these sections include Ms. Yokoyama's pick of Ferragamo ready-to-wear, footwear, handbags, bijoux, silks, perfumes, eyewear and small leather goods from its latest women's collection.

Get the look

Providing curated looks devised by an influencer can help consumers visualize how collection pieces can meld within their own wardrobe and style.

For example, Salvatore Ferragamo brought its fall/winter 2014 ready-to-wear collection to life with a digital trunk show supported by the styles of four fashionable women.

Ferragamo tapped four very different women, a DJ, a rock heiress, an artist and European royalty to show consumers that the fall/winter collection can be worn by a multitude. Interweaving the digital trunk show into this lifestyle concept allowed the consumer to envision which pieces would best suit her style in an exclusive environment ([see story](#)).