

COMMERCE

## Ferragamo explores codes of nature, expression in capsule jewelry line

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*Daniela Villegas for Salvatore Ferragamo*

By STAFF REPORTS

Italy's Salvatore Ferragamo is channeling its founder's love of nature and travel with the launch of a jewelry capsule collection.

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Designed in collaboration with Mexico-born and Los Angeles-based jeweler Daniela Villegas, the collection took inspiration from wild birds to create a capsule that includes necklaces, earrings, rings and bracelets. The Daniela Villegas for Salvatore Ferragamo capsule underscores the Italian brand's ongoing dedication to mentoring and promoting emerging creative talents.

### Take flight

Ferragamo's jewelry capsule designed by Ms. Villegas blends nature with complex craftsmanship and quality materials to evoke themes of freedom and exploration.

The jewelry features the use of wild birds such as parakeets, parrots and birds of paradise. Ms. Villegas found inspiration in the colored birds and wildlife seen on Ferragamo's iconic silk scarves and the Ars shoe designed by Mr. Ferragamo in the 1950s.

Handcrafted by master Italian goldsmiths, the pieces use a combination of sterling silver and gemstones such as green topaz and purple amethyst. The necklaces, earrings, rings and bracelets found in the capsule speak to the Italian spirit and humor as well as Ferragamo's hallmarks.



*Necklace from the Daniela Villegas for Ferragamo collection*

For example, pieces with the birdcage motif are adorned with Ferragamo's signature Gancio emblem seen on its handbags and other goods. Likewise, the parakeet symbolizes abundance and self-expression through a sense of playfulness and joy.

"In the natural trajectory of progression, nature always provides a soothing and joyful dose to cope with the wear and tear that comes with evolution," Ms. Villegas said in a statement. "Having the opportunity to work on this collection with a brand like Ferragamo has been a dream come true for me."

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**Salvatore Ferragamo Jewels | Daniela Villegas** Salvatore Ferragamo launches a new jewelry capsule collection with Daniela Villegas. The collection depicts the themes of freedom and exploration through the prism of wild birds.

Posted by **Salvatore Ferragamo** on Saturday, April 2, 2016

A limited-edition version of the collection will also be available in gold and diamonds at selected stores. The full collection will be available in Ferragamo boutiques and on its Web site in April.

Ferragamo has encouraged collaborations that reimagine the codes of its brands.

For an aspect of its "100 Years, 100 Days" initiative, Ferragamo launched a shoe capsule reimagining its classic designs.

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 ([see story](#)).