

COMMERCE

Ferragamo crafts off-the-clock style solutions for running around town

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Promotional image for Ferragamo Off-Duty Collection

By STAFF REPORTS

Italian fashion label Ferragamo is helping consumers upgrade their weekend attire with the launch of a dedicated Off-Duty collection.

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The collection of casual accessories is promoted via a short film showing models speeding through Berlin in sneakers. Loyalists want to be able to turn to their favorite brands for all their clothing needs, making this new collection a means to satisfy the most engaged Ferragamo clientele.

On the move

Ferragamo's campaign for its Off-Duty collection stars Johannes Huebl, model and husband of style influencer Olivia Palermo.

A short film opens with the lead strolling through a square. Suddenly he stops, and the text "123 green light" appears on-screen.

The scene cuts to two women who are walking together. An off-screen male voice is heard, and as he counts to three, the women stop in their tracks.

A play on the childhood game Red Light/Green Light, the video continues with the trio running and stopping short, showing off their driving shoes or laidback tote bags in the process.

Salvatore Ferragamo | Off-Duty

The collection is meant to reflect the unisex dressing habits of today, with sneakers, driving shoes, watches and sunglasses for both him and her.

As gender lines become more fluid, other brands have explored the concept of unisex apparel.

British department store chain Selfridges broke down the societal and sartorial barriers between the sexes with a multichannel campaign centered on genderless fashion.

For "Agender," three floors of the retailer's Oxford Street flagship were transformed into gender-neutral shopping areas, and consumers could also shop the selection online, as well as interact with special digital content. To further communicate the concept and conversation, Selfridges worked with a number of creatives for in-store and

online features crossing design, music and film ([see story](#)).

Lately, Ferragamo has been in a playful mood.

The label pursued the finer things in life through a vivacious spring/summer 2016 advertising campaign.

"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 ([see story](#)).

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