

COMMERCE

Ferragamo repurposes iconic Rainbow Wedge for leather goods range

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Handbags from the Sara Battaglia for Salvatore Ferragamo capsule

By STAFF REPORTS

Italian fashion house Salvatore Ferragamo is using leather goods rather than footwear to celebrate its founder's colorful life.

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For the project, Ferragamo worked with handbag designer Sara Battaglia, who launched her eponymous label in 2011, to create a leather goods capsule collection. Ms. Battaglia's designs juxtapose quirkiness with craftsmanship and link heritage to modernity, making her a good fit for a tribute capsule that looks at Ferragamo's heritage, but they concentrate on the brand's future as well.

Colors of Ferragamo

As inspiration, Ms. Battaglia turned to one of Mr. Ferragamo's most iconic shoes, the Rainbow Wedge. Designed in 1938 for actress Judy Garland, the shoe features a stacked heel with the colors of the rainbow.

For the Sara Battaglia for Salvatore Ferragamo collection, Ms. Battaglia took the Rainbow Wedge and reinterpreted it as kaleidoscopic bags and small leather goods for the modern woman.



Salvatore Ferragamo Rainbow Wedge

The collection includes four handbag styles in an assortment of sizes in addition to a wallet, notebook, pouch, key chain and belt. All pieces update the quality, color, humor and Italian spirit found in all of Ferragamo's goods.

Ms. Battaglia also concentrated on the mix of materials that have become Ferragamo hallmarks. For instance, a day bag features silk scarf detailing throughout and a metallic and rainbow evening clutch is finished with brass and lacquer.

"It is an honor for me to collaborate with Salvatore Ferragamo," said Ms. Battaglia in a statement. "A brand whose unique mix of history, innovation, irony, style and unparalleled class provided me with the perfect chance to twist the iconic Rainbow Wedge into something new."



Sara Battaglia for Salvatore Ferragamo medium satchel

Handbags in the collection range in price from \$2,225 to \$5,020 at current exchange rates. The collection is available for purchase at Ferragamo boutiques and from its Web site.

The Sara Battaglia for Salvatore Ferragamo capsule is part of the house's ongoing dedication to mentoring Italy's future generation of artisans and craftsman.

Similarly, Ferragamo channeled its founder's love of nature and travel with the launch of a jewelry capsule collection.

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 ([see story](#)).

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