APPAREL AND ACCESSORIES

Ferragamo walks line between playful and polished in fall ads

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Ferragamo fall/winter 2016 ad campaign

By STAFF REPORTS

Italian fashion house Salvatore Ferragamo is seeking out global travelers with a campaign that blends easy living and elegant attire.

A short film depicting the same cast playing a game of hide-and-seek accompany print ads shot by Craig McDean, which show models reclining in Ferragamo's fall collection. This campaign expands on the concept for Ferragamo's recent efforts, which showcase a fondness for the splendor of life.

Sartorial search
Ferragamo's print ads capture models Ine Neefs, Valery Kaufman, Ming Xi and James Rosseau relaxing in nooks of an Italian villa.

Image from Ferragamo's fall/winter 2016 campaign

Exploring the countryside grounds further, filmmaker Theo Stanley shot a short video. At the start of the film, a model uses a Ferragamo handbag to cover her eyes as she counts to 10, alerting her companions that they should run and hide.

Scurrying in heels across the floors to their hiding spots, the models leave unintentional clues behind, such as handbags sitting in windowsills.

Their strategy is not always the smartest, as they use scarves or branches to hide themselves, but it enables the collection's accessories to shine.

Salvatore Ferragamo Fall Winter 2016 Campaign "Hide and Seek"

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

"Lo Splendore Della Vita," or "The Splendor of Life," was 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).