

APPAREL AND ACCESSORIES

Ferragamo names Paul Andrew design director of women's footwear

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Ferragamo fall/winter 2016 ad campaign

By STAFF REPORTS

Italian fashion label Salvatore Ferragamo is proving its continued commitment to its core shoe business by appointing Paul Andrew design director of women's footwear.

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The designer, who founded his eponymous footwear label in 2013, comes to Ferragamo with experience working in other luxury labels including Donna Karan and Alexander McQueen. For Ferragamo, this first of its kind hire comes as the brand is in the midst of other changes.

Feet first

In 2014, the British-born, New York-based Mr. Andrew became the first shoe designer to win the CFDA/Vogue Fashion Fund. Today, his designs are carried in retailers including Barneys New York, Neiman Marcus, Saks Fifth Avenue and Harvey Nichols.

Along with designing his own collections, he has also collaborated with a bevy of ready-to-wear labels, creating the footwear to correspond with apparel designs from Tanya Taylor, Emilia Wickstead and Rosie Assoulin, among others.



Heels by Paul Andrew

“We are excited to welcome such a dynamic and established talent into the Ferragamo company,” said Ferruccio Ferragamo, president of Salvatore Ferragamo, in a statement. “We have a proud history of nurturing design talent and we believe that Paul’s credo very much matches the spirit at the heart of our house.

“Salvatore Ferragamo’s journey has been distinctly marked by its commitment to traditional Italian craftsmanship, quality of material and innovative luxury design,” he said. “Shaping many of today’s stylistic and aesthetic codes in footwear, the brand’s pioneering spirit has resulted in iconic inventions that represent landmarks in women’s fashion, including the cork wedge and the stiletto heel.

“Together with Paul, we look forward to continuing our celebration of women and outstanding design, and writing a new chapter in our history.”

Ferragamo’s CEO Michele Norsa stepped down from his position in August after a decade at the helm of the house. Eraldo Poletto, the former CEO of Furla, took over leadership of the company ([see story](#)).

Long-time brand creative director Massimiliano Giornetti also departed earlier this year, ([see story](#)). Rather than look for a successor, Ferragamo has instead said its focus will be on developing its in-house design team.



Paul Andrew

Mr. Andrew will start immediately at Ferragamo, presenting his first collection for pre-fall 2017/18. He will divide his time between Ferragamo and his namesake label.

"Salvatore Ferragamo has been an iconic reference for shoe design and craftsmanship for nearly a century," Mr. Andrew said. "It is a great honor to be invited to lead the creative vision for the future of its women's shoe division, where the legend began.

"I look forward to bringing a new perspective to the company in line with the demands of today's marketplace, marrying the power of its heritage and industrial force with high design and the latest innovations in material and make."

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