

FRAGRANCE AND PERSONAL CARE

Ferragamo looks to represent Italian style with a photograph

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Italian fashion label Salvatore Ferragamo is hoping to embody the Italian way of life for its new fragrance with a contest that focuses on photography.

The release of Uomo, the newest scent by Ferragamo, is paired with a contest for up-and-coming photographers to show off their skills. The idea is for contestants to capture a representation of what the scent of life and the Italian way of life would be as an image.

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"UOMO is a fresh scent that encapsulates the characteristics of the Ferragamo man with an invigorating and unique blend of gourmand ingredients including Cardamom, Tiramisu, and Tonka Bean," said Ferragamo Parfums.

Scent of Life

Ferragamo's Scent of Life Talent Awards contest will be exhibiting the top 10 photos that represent the Italian Way of Life during Milan Design Week 2017, during the Ferragamo Parfums event. From the top 10, three photographers will be invited to attend and receive paid for airfare, breakfast and accommodations in Milan.



Ferragamo's new scent, Uomo

The jury selected by Ferragamo will determine each round of finalists and ultimately decide on one overall winner. The contest will be open to those of ages 18 to 45 and runs from September 12 to January 31.

An online registration process requires users to upload their work Ferragamo's parfums Web site along with personal information such as name, address and email. The winners will be notified via email before February 17, 2017.

The 10 finalists must authorize Ferragamo to be able to use the photographs in order to be selected. Ferragamo will use the winning image within promotional and advertising content regarding its new fragrance.

Uomo's arrival has also been ushered in with a video from the brand, featuring British actor Ben Barnes through a non-dialogue film with moments that represent the lifestyle of the Italian attitude. Shown through the first-person perspective of Mr. Barnes' female counterpart, the film features the actor playfully gallivanting around town, laughing while shopping, taking photographs and dining out.



Ben Barnes is the new face of Uomo

Ferragamo's new fragrance is meant to represent Italian style and masculinity with strong woody notes.

Salvatore Ferragamo

The Italian label often seeks to represent its products and brand with an elegant lifestyle. For instance, Ferragamo looked for global travelers with a campaign that blended easy living and elegant attire.

A short film depicting a cast playing a game of hide-and-seek accompanied print ads shot by Craig McDean, which showed models reclining in Ferragamo's fall collection. The campaign expanded on the concept for Ferragamo's recent efforts, which showcase a fondness for the splendor of life ([see more](#)).

The campaigns follow the news of Ferragamo's CEO stepping down after a decade with the brand last month.

Michele Norsa exited Ferragamo as CEO in August, but the departure was announced back in April. At the time of Mr. Norsa's announcement, Ferragamo expressed interest in Eraldo Poletto, who was still serving as the CEO of fellow Italian accessories brand Furla through June ([see more](#)).

"UOMO represents the Italian values of the Ferragamo brand which is not only style but rather an art of living," Ferragamo said. "For the ad campaign, actor Ben Barnes is captured in several lifestyle images evoking the personality of a cosmopolitan gentleman enjoying different moments throughout his day.

"In addition to the ad visuals, #ScentofLife was launched on the Ferragamo Parfums website where young digital influencers are encouraged to post an image which they believe embodies the Ferragamo brand values."

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