

APPAREL AND ACCESSORIES

Ferragamo launches bespoke program to tout craftsmanship

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Ferragamo Tramezza made-to-order program

By STAFF REPORTS

Italian fashion house Salvatore Ferragamo is continuing its commitment to craftsmanship with a made-to-order program for its men's Giglio shoe range.

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Ferragamo announced its new bespoke service in early summer, and launched the tramezza.ferragamo.com Web site on Oct. 5. The program will allow consumers to customize Ferragamo's footwear styles based on personal tastes.

In step

Ferragamo's Tramezza made-to-order program includes the Oxford, Monkstrap and Monkstrap Boot styles. Options for customization include material, color, buckle finish and the option to personalize the sole with lettering.

Consumers can begin the customization process either in-store or online. On tramezza.ferragamo.com, consumers can access a design configurator that recreates the in-store customization experience.

When the bespoke shoes are complete, Ferragamo will present the finished pair in its signature red shoebox. Instead of its standard shoebox, the bespoke shoes will be in a box designed to resemble a small personalized trunk.



Ferragamo shoemaker working on a Tramezza shoe

Ferragamo choose to create a bespoke program for its Giglio shoe range due to the labor-intensive process it takes to create each pair. The shoes in the range are constructed using the Tramezza method that sees a thick yet flexible layer of leather placed between the insole and sole of a shoe. By doing so, the shoe is stronger and longer-lasting and creates a stylistic feature.

Shoes created in this process undergo 260 separate, standardized phases with each pair requiring more than six hours of work by a shoemaker. More than four days is also taken to shape the upper portion of the shoe.

Materials used for the shoes include quality hand-finished leather, an anti-slip heel of inside out leather and an insole of vegetable-tanned leather.

Ferragamo has a number of programs for customization.

For instance, Ferragamo gave consumers a chance to participate in the design process with a customization program for its iconic men's driving shoe in 2015.

The MTO (Made-To-Order) Driver allows consumers to personalize the shoe according to their own preferences for color, material and hardware, creating a unique design that is truly their own. Customization of luxury goods allows a brand to emphasize its commitment to quality materials and impeccable craftsmanship and provide a meaningful product that consumers can connect with emotionally ([see story](#)).

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