

APPAREL AND ACCESSORIES

## Ferragamo readies ready-to-wear ecommerce in shoppable feature

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*Ferragamo fall/winter 2016 ready-to-wear*

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By STAFF REPORTS

Italian footwear and apparel label Salvatore Ferragamo is responding to consumer demands of immediacy with the launch of an ecommerce ready-to-wear section.

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Previously, Ferragamo had only offered accessories and footwear styles through its ecommerce page, but as of Oct. 11 consumers in the United States market are able to shop the brand's ready-to-wear fashions for women. The fashion industry is becoming increasingly aware that consumers' expectations no longer model the traditional fashion calendar and that online shopping is now unavoidable.

Ready for shopping

Ferragamo is celebrating the debut of its ready-to-wear ecommerce with a shoppable feature housed on its Web site. For the trends piece, Ferragamo worked with fashion consultancy La Marque's Meredith Melling and Valerie Macaulay.

Featured in the fashion gallery handpicked by Ms. Melling and Ms. Macaulay is model Rose Gilroy, the daughter of actress and former model, Rene Russo. In the shoppable feature Ms. Gilroy models signature pieces from Ferragamo's fall/winter 2016 runway collection.



*Meredith Melling, Rose Gilroy and Valerie Macaulay for Ferragamo*

Staged in a West Village townhouse in New York, Ferragamo's collection was photographed by Ungano & Agriodimas, who captured the bohemian spirit of the fall/winter 2016 line.

"The rich colors and mixed materials from the season beckoned for layered knits, doubled up clutches and mismatched prints," said Ms. Macaulay in a statement. "Fresh-faced Rose Gilroy could not have been more a perfect choice to embody the vibrant spirit of the fall collection."

Ms. Melling and Ms. Macaulay highlighted Ferragamo's trends for fall/winter 2016 including "mixed media" contrasting prints, color blocking, bold stripes in modern colors, vibrant jewelry, textured pleats and dramatic capes.



*Rose Gilroy models Ferragamo ready-to-wear fall/winter 2016*

When each trend is explored on Ferragamo's Web site, the consumer can shop the items modeled by Ms. Gilroy and other pieces that fit within the theme.

Ferragamo's ready-to-wear ecommerce picks mimic what is available within its boutiques, giving the effort a see-now, buy-now feel. The brand will begin to roll out ecommerce in other markets in time.

In addition to its ready-to-wear offerings now available online, Ferragamo has also launched bespoke customization for its men's shoes via a digital hub.

Ferragamo announced its new bespoke service in early summer, and launched the [tramezza.ferragamo.com](http://tramezza.ferragamo.com) Web site on Oct. 5. The program will allow consumers to customize Ferragamo's footwear styles based on personal tastes. On [tramezza.ferragamo.com](http://tramezza.ferragamo.com), consumers can access a design configurator that recreates the in-store customization experience ([see story](#)).

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