

APPAREL AND ACCESSORIES

Ferragamo unwraps holiday gift ideas in interactive guide

November 23, 2016



Photo courtesy of W Magazine, a Ferragamo partner.

By STAFF REPORTS

Italy's Salvatore Ferragamo is unboxing the unexpected to prompt holiday gift giving inspiration.

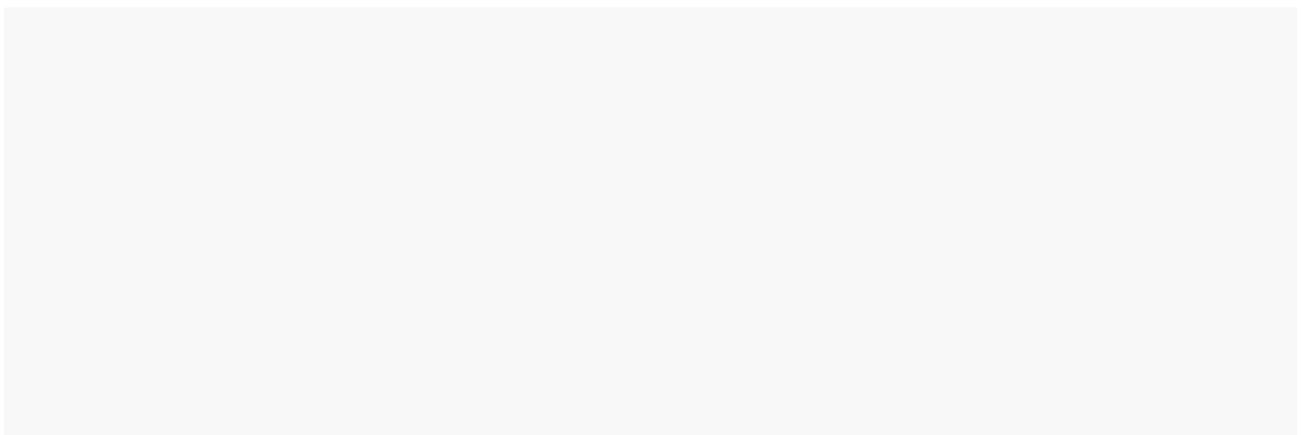
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Shared across its social channels, Ferragamo's holiday 2016 campaign centers around the surprises that may be within a gift box tucked under the tree. Ferragamo also made its gift recommendations interactive, an element that will spur more exploration than had it been just a standard listorial ([see story](#)).

What's inside?

Ferragamo's gift guide begins with a prompt asking consumers to pick a holiday box. The boxes vary in size but all feature the Ferragamo logo in gold and its signature red color.

When a selection is made the box is illuminated with gold sparkle. A click redirects to a new page where a video clip of the box top being removed automatically plays.



Unboxing the unexpected. Presenting #FerragamoHoliday, a whimsical guide to the perfect gift. #linkinbio

A video posted by Salvatore Ferragamo (@ferragamo) on Nov 18, 2016 at 5:16am PST

Once the box top is removed the items within are shown, all of which have a sparkly hue to them. Flashbulbs go off to illuminate the items further.

Scrolling down expands on the category suggested in the unboxing clip.

For example, the "Holiday Box" option shows Ferragamo's Uomo men's cologne and Signorina fragrance for women. Below the video, consumers can continue to explore Ferragamo's fragrance range.

Ferragamo is also using its holiday recommendation effort to promote its latest handbag design, the Soft Sofia Saddle, a redesign of the original Sofia style. The new Soft Sofia Saddle uses the iconic Ganico clasp and made its debut on the spring/summer 2017 runway.



Ferragamo's Soft Sofia Saddle handbag

In time for the holidays, the new handbag, made of soft and supple saddle leather, has been released in four leather colors: tobacco, navy blue, anthracite black and nude. A crocodile leather version will be released in the coming weeks.

Prices for the handbag range from \$1,690 to \$30,000 for the crocodile version.