

APPAREL AND ACCESSORIES

Ferragamo explores Sicily's natural beauty for spring/summer 2017

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Ferragamo spring/summer 2017

By STAFF REPORTS

Italian fashion and footwear brand Salvatore Ferragamo is "among friends" in a Mediterranean dreamscape for spring/summer 2017.

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Ferragamo's Among Friends campaign features models Lily Aldridge, Andres Velencoso and McKenna Hellam and was photographed by Peter Lindbergh on location in Taormina, Sicily. The women's wear pieces seen in the spring/summer 2017 effort are from Fulvio Rigoni's first collection for Ferragamo after being named head of design of women's ready-to-wear ([see story](#)).

A friend's retreat

The trio of models are shown along Taormina's coastlines and bougainvillea-lined paths, conveying the "affinity and confidence only friends could possess." Relationships are often explored in advertising campaigns to portray collections in an authentic and relatable way.

Given the beauty of the location, Ferragamo's campaign captures dedication to the "splendor of life" concept.



Ferragamo spring/summer 2017

Ferragamo's spring campaign will be placed as single pages and spreads in leading fashion titles and newspapers, breaking globally this month.

In addition to its print effort, Ferragamo filmed a campaign video to bring the still imagery to life.

Directed by Stephen Kidd, the 90-second spot shows the trio at different points in the resort town of Taormina. The film follows the friends' interactions as they drive along the coastline, snap photos in the garden and explore the natural beauty of their surroundings.

Ferragamo's spring/summer 2017 advertising campaign: Among Friends

The film, as well as its print version, shows men's and women's ready-to-wear apparel as well as accessories such as watches, shoes and leather goods. Notably, Ferragamo included its Soft Sofia handbag, a signature of the season.

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