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### Social media has shifted how Ferragamo accomplishes product design

By BRISLE JAKEL

MILICAT, Oman – Ferragamo's design director of women's footwear revealed how drastic an impact social media has had on trends in the fashion world, claiming that the brand has shifted beyond designing for specific markets.

Technology has place in retail, but brands must not forfeit instinct and humanity



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Casualization, generational shift has uncovered footwear category's strengths



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*Luxury Daily's homepage from April 7, 2017*

By STAFF REPORTS

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