

APPAREL AND ACCESSORIES

## Ferragamo heralds design shift in photography series

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Nicole Warne for #AmoFerragamo

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By STAFF REPORTS

Italian apparel and accessories label Salvatore Ferragamo is ushering in a new era for its women's footwear collection with an influencer initiative.

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Kicking off #AmoFerragamo, the brand teamed up with blogger Nicole Warne, known more commonly as Gary Pepper Girl, to capture its fall/winter 2017 shoe collection, the first designed by newly installed women's footwear design director Paul Andrew. Influencers are increasingly being tapped in roles previously reserved for models as brands look to benefit from their established authenticity and large audiences.

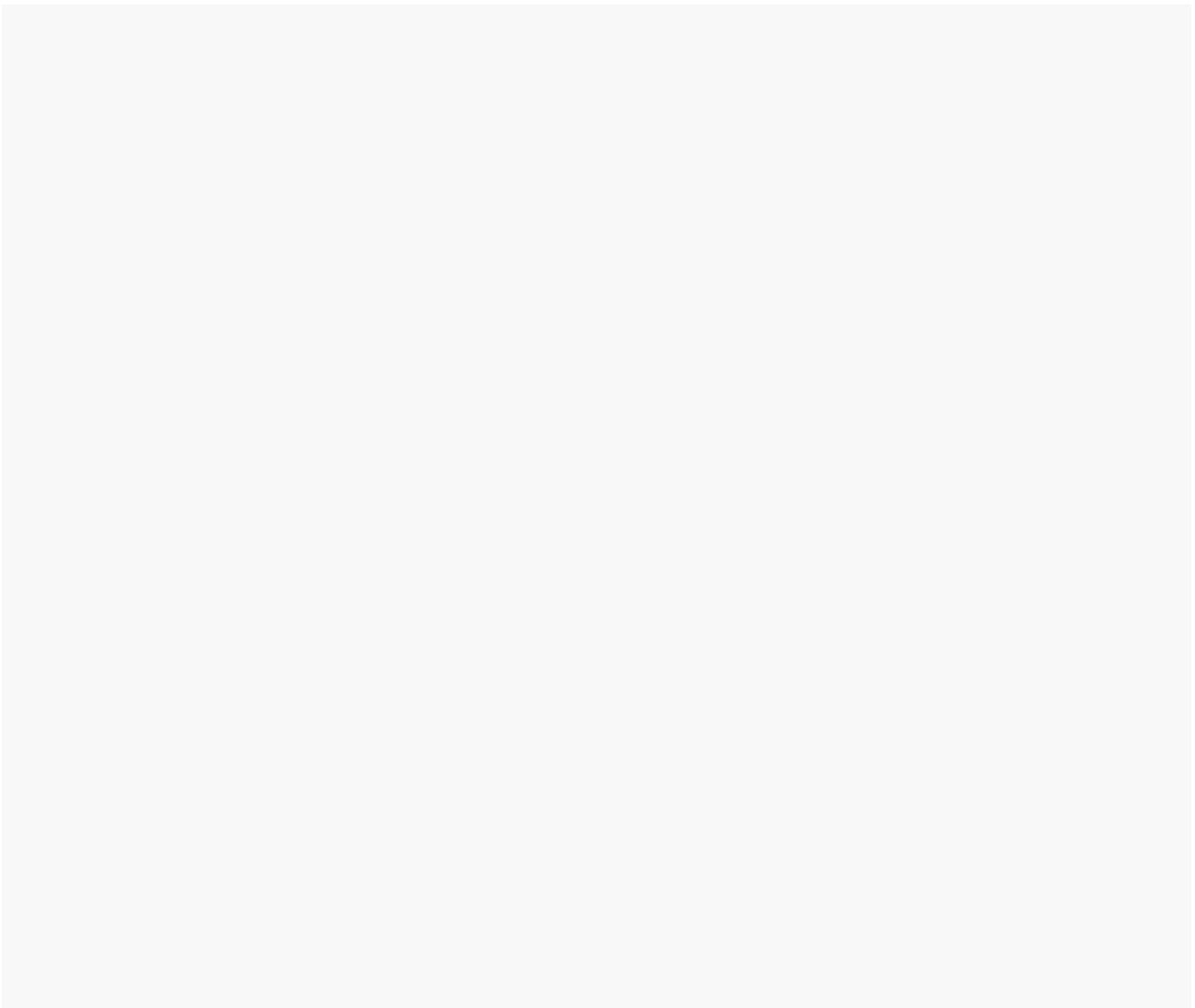
In step

Ms. Warne began her fashion, travel and lifestyle site in 2009 as a hobby, eventually turning it into her main business. Along with content, the site has an ecommerce component, selling her apparel and accessories picks.

The native Australian has a total following around 2 million, making her an appealing collaborator for luxury brands. Recently, she appeared in Armani's S Circle campaign, and Ms. Warne has also been part of Net-A-Porter's Style Council on the Net Set ([see story](#)).

Ferragamo is the blogger's latest partner, as she infuses its footwear collection with her personality. Shots taken by Los Angeles-based photographer Andrew Arthur show Ms. Warne strutting in the collection or repurposing shoes as lace-up gloves.

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A small heel stacked with a whole lot of style. @garypeppergirl hits her stride in the season's black mule with gold column heel. #AmoFerragamo #FerragamoFW17 @andrewarthur

A post shared by Salvatore Ferragamo (@ferragamo) on May 23, 2017 at 8:23am PDT

While it typically casts professional models in its official advertising campaigns, Ferragamo has often incorporated personalities ranging from art world insiders to influencers for its digital initiatives.

The label showed consumers that its fall/winter 2014 collection could be worn by a multitude through a digital trunk show supported by the styles of four fashionable women: a DJ, a rock heiress, an artist and European royalty. Interweaving the digital trunk show into this lifestyle concept allows the consumer to envision which pieces would best suit their style in an exclusive environment ([see story](#)).

More recently, Ferragamo worked with Wallpaper\* magazine on content featuring Paddle8 founder, curator and philanthropist Hikari Yokoyama ([see story](#)).

The traditional luxury branding model is being challenged as consumers crave transparency and opportunities for participation from labels, forcing brands to let go of some control over their messaging.

This move away from exclusivity is evidenced in influencer marketing, in which brands trust handpicked individuals with desirable social media followings to share their story in their own voice, creating content that appears more authentic than brand posts ([see story](#)).