

APPAREL AND ACCESSORIES

Ferragamo inspires love affair with products for fall

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Ferragamo's fall/winter 2017 ads put the focus on accessories. Image courtesy of Ferragamo

By STAFF REPORTS

Italian fashion label Salvatore Ferragamo is breathing life into its fall/winter 2017 collections by capturing candid interactions between the season's faces and the brand's fashions.

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"Ferragamo and I" marks a shift in campaign concept for the house, which has recently changed its advertising strategy to better bridge digital and traditional channels. This effort also reflects the new vision for Ferragamo, marking the first campaign since all three newly installed head designers have released their debut collections.

Signs of affection

While design director of women's wear Fulvio Rigoni presented his first runway collection for spring/summer 2017, his coworkers Paul Andrew, design director of women's footwear, and Guillaume Meilland, design director of menswear, released their first collections for pre-fall 2017 and fall/winter 2017, respectively.

Now, Ferragamo is placing their designs in the context of consumers' broader relationship with the brand in an advertising campaign.

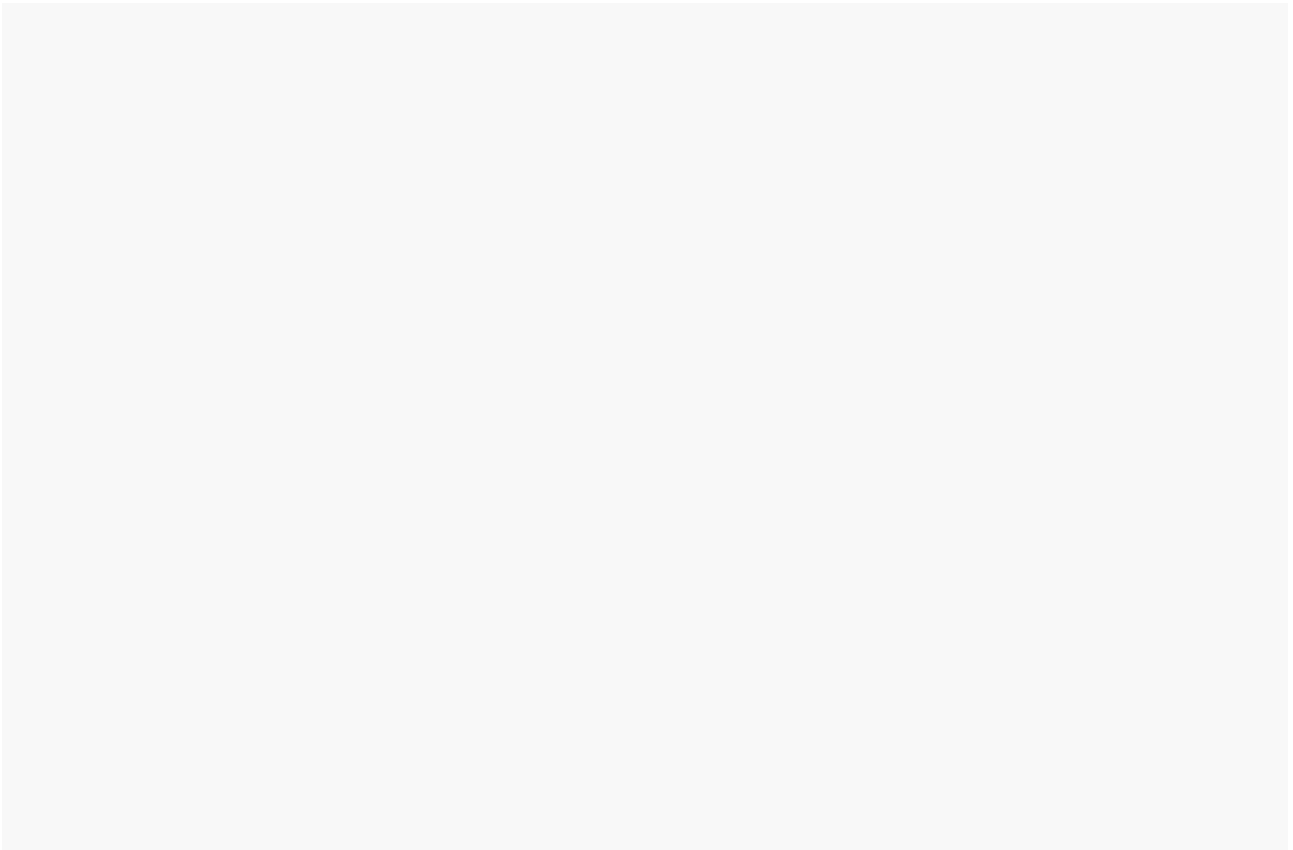


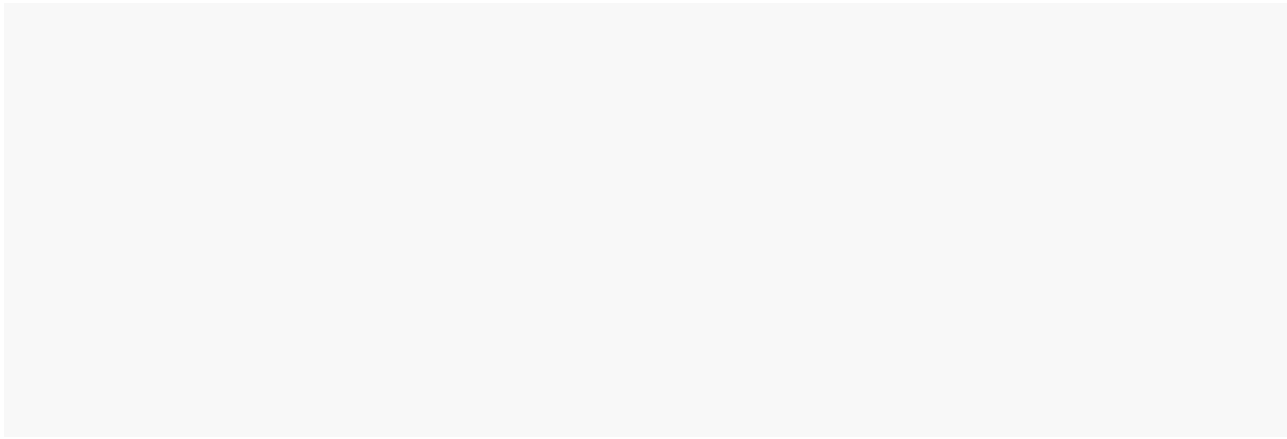
Ferragamo's fall/winter 2017 ad campaign. Image courtesy of Ferragamo

Shot by Swiss photographer Walter Pfeiffer, the effort finds models Kit Butler, Xiao Wen Ju and Aymeline Valade interacting with products against textural and patterned backgrounds. This concept puts the emphasis on Ferragamo's footwear and handbags.

For instance, Ms. Ju is seen reclining in a chair while reaching up toward her Ferragamo-clad foot, expressing her desire for her shoes.

Extending the campaign to a digital-friendly format, Mr. Pfeiffer also shot a short film series. These cast diaries find the models organically interacting with products.





Quirky, chic & elegant meet with #XiaoWenJu, @jujuxiaowen, one of the new faces of #FerragamoAndI, the new 2017 Fall Winter campaign. Link in bio.

A post shared by Salvatore Ferragamo (@ferragamo) on Jul 13, 2017 at 7:43am PDT

Ferragamo is releasing this content with the hashtag #FerragamoAndI, offering consumers the chance to add their own story to the mix.

This follows on the heels of Ferragamo's recent influencer initiative, which ushered in a new era for its women's footwear collection.

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 ([see story](#)).

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