

APPAREL AND ACCESSORIES

## Ferragamo names Paul Andrew women's creative director

October 5, 2017



*Ferragamo fall/winter 2017 campaign. Image credit: Ferragamo*

By STAFF REPORTS

Italian fashion house Salvatore Ferragamo's women's footwear and ready-to-wear collections will now be headed entirely by Paul Andrew.

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Mr. Andrew was hired by Ferragamo in 2016 as the brand's design director of women's footwear. The designer, who founded his namesake shoe label in 2013, came to Ferragamo with experience working in other luxury labels including Donna Karan and Alexander McQueen.

From trio to duo

In the past, the director of women's apparel was also responsible for footwear designs. When Mr. Andrew was brought on at Ferragamo, his position was the first of its kind ([see story](#)).

Mr. Andrew's first footwear collection for Ferragamo was for pre-fall 2017.

The same month that Mr. Andrew was appointed to his position in 2016, Ferragamo also hired Fulvio Rigoni as its women's line design director. Prior to Ferragamo, Mr. Rigoni worked at Christian Dior and had past experience at Prada, Gucci and Jil Sander.

Ferragamo's "designer trifecta" was rounded out with the hire of Guillaume Meilland as its men's ready-to-wear designer in November 2017. Mr. Meilland has spent his design career in menswear, having left his position as Lanvin's senior designer of menswear to take the position at Ferragamo ([see story](#)).

But it seems that Ferragamo's designer arrangement was not meant to be. On Oct. 5, Ferragamo announced that Mr. Andrew's responsibilities will also include women's ready-to-wear collections going forward.

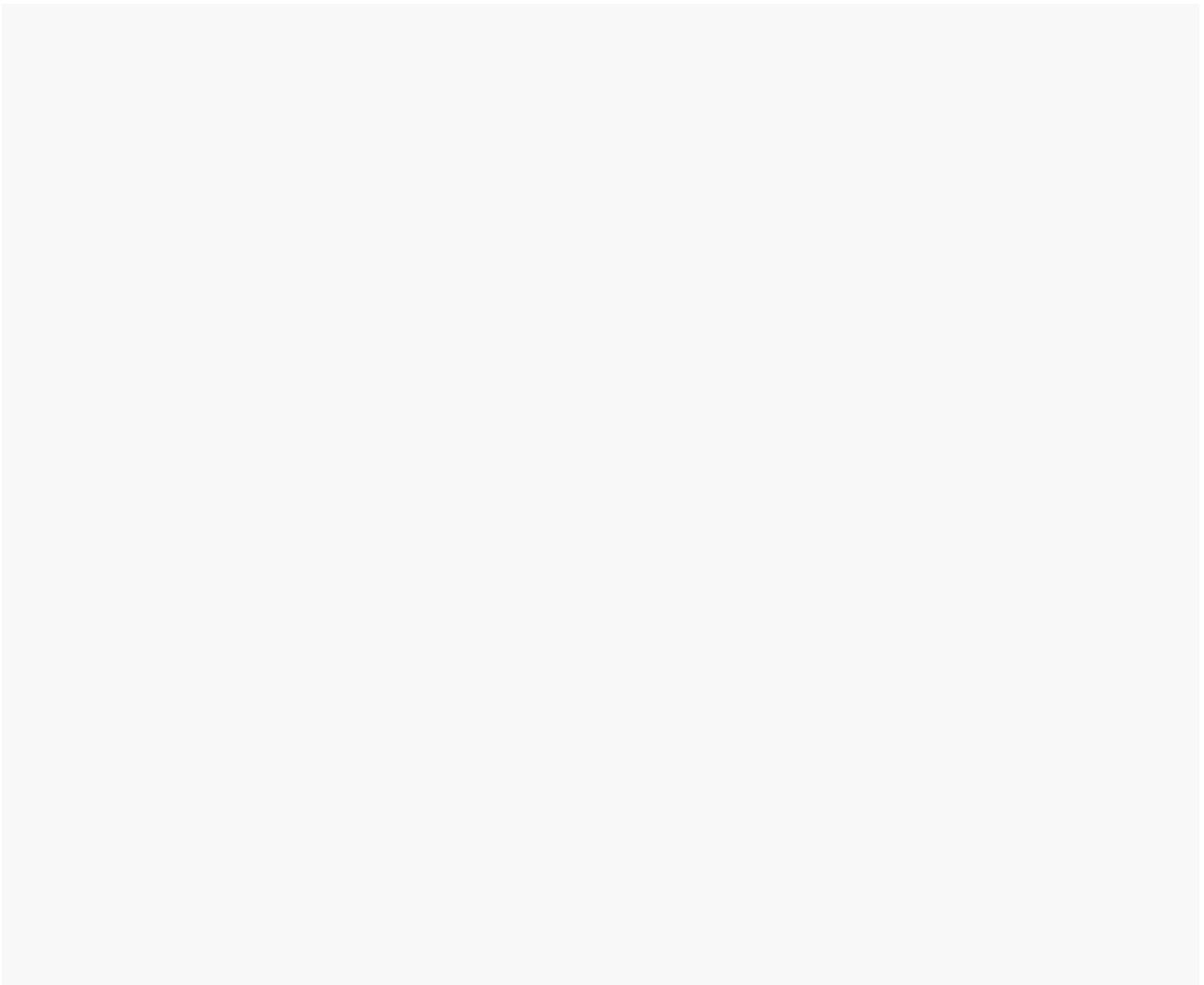


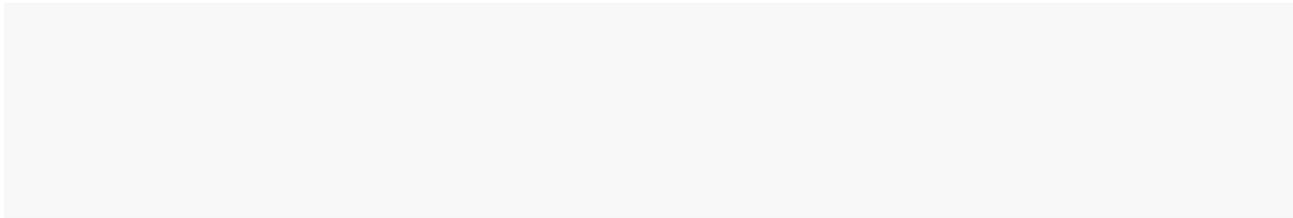
*Paul Andrew was first hired as Ferragamo's first design director of women's footwear. Image credit: Paul Andrew*

"Paul has a dynamic vision for the Ferragamo woman, which he has demonstrated with crystal precision and success in footwear over the past year," said Eraldo Poletto, CEO of Ferragamo, in a statement. "He has a sensitivity for the essential codes and values of the Ferragamo house, and is able to recast and reassert them with an exciting, modern energy.

"I am confident that with his new responsibility, Paul will now be able to creatively unify all categories of the women's business with coherence and synergy, strengthening our brand identity," he said.

The designer's first fashion collection for Ferragamo will be for fall/winter 2018. In addition to ready-to-wear, Mr. Andrew will also oversee Ferragamo's creative marketing, communication and image activities.





Darling icons. The #Ferragamo F Heel in pink suede and an ankle clasp. #EvolvingLegend

A post shared by Salvatore Ferragamo (@ferragamo) on Sep 9, 2017 at 10:04am PDT

In a statement shared to Ferragamo's Instagram account, Mr. Andrew said, "I am grateful for the confidence and trust the Ferragamo group and family have put in me.

"I am thrilled by the opportunities that lay ahead in forging a single, powerful identity for a new Ferragamo woman," he said.

According to WWD, Ferragamo's decision was like due to Mr. Rigoni's collections receiving "mixed response while Mr. Andrew's footwear collections have generally been praised."

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