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Ferragamo melds industry, craftsmanship to protect leather savoir-faire

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Ferragamo has opened a design hub for leather goods. Image credit: Ferragamo

By STAFF REPORTS

Italian fashion house Salvatore Ferragamo is investing in a strategy to safeguard its leather goods know-how by developing a design and prototyping laboratory.

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Ferragamo has opened an artisanal center in the Osmannoro neighborhood in Florence where it will hold an open forum to promote the research of materials, the creation of style and crafting products that meet market demand. A number of brands have organized creative think tanks that rely on creativity and technical excellence as a contingency plan for luxury goods.

"In keeping with the brand's philosophy, focused on the development of artisanal products that highlight the expert skills behind made-in-Italy production, the new leather goods atelier is a space for our artisans to cultivate their professional skills and passion for innovation and research, while upholding our long-standing values of tradition and craftsmanship," said Eradlo Poletto, CEO of **Salvatore Ferragamo**, in a statement.

"Not only does this project celebrate Ferragamo's leather crafting know-how, but it will also provide additional opportunities for the development of new products, as it enables us to test innovative materials and improve the quality and efficiency of various development processes," he said.

Leather goods laboratory

Ferragamo's Osmannoro artisanal center, about a 25 minute drive from its historic flagship in the Palazzo Spini Feroni, will see 20 or so artisans join the brand's current team of master leather workers.

The combined team will work together in a new workshop with the goal of expanding Ferragamo's design lab. Above all, the team will pass indispensable artisanal knowledge to future generations, thus preserving Ferragamo's heritage and know-how.

To do so, the lab features new machines that use advanced technologies to ensure quality and efficiency in the production processes used for Ferragamo goods. Ferragamo describes its objective as "a perfect combination of industry and craftsmanship."



Ferragamo men's leather goods for fall/winter 2017. Image credit: Ferragamo

Ferragamo's Osmannoro space is part of a larger redevelopment project in the neighborhood.

The improvements increase safety and seismic stability while also being reconfigured to better optimize energy absorption and use renewable sources, including a new solar power system.

"We decided to design this space with solutions that save energy and use environmentally sustainable materials to create a work space that is not only modern and comfortable but also in line with our green philosophy," said Ferruccio Ferragamo, chairman of the Ferragamo, in a statement.

"The new design lab, spanning roughly 1,200 square meters, is in a building that has been renovated for energy efficiency using environmentally sustainable materials," he said.



Ferragamo's Vara Rainbow handbag in red patent leather. Image credit: Ferragamo

Also in Osmannoro is Ferragamo's new logistics hub where an automated warehousing system will be completed in 2018. Ferragamo's logistics hub will be designed according to the latest energy and resource consumption

standards to qualify the building with a LEED Platinum certification.

Recently, Ferragamo demonstrated its commitment to sustainability by planting an urban wood in Florence.

In honor of National Tree Day on Nov. 21, Ferragamo began the creation of Parco delle Idee, or Park of Ideas, inside the University of Florence's Polo Scientifico of Sesto Fiorentino. While a physical example of Ferragamo's desire to be greener, this initiative is also a means for the company to give back to its native Italy ([see story](#)).

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