

FRAGRANCE AND PERSONAL CARE

## Ferragamo flaunts feminine fragrance in playful campaign

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*The Amo Ferragamo campaign stars Suki Waterhouse. Image courtesy of Ferragamo*

By SARAH JONES

Italian fashion label Salvatore Ferragamo is appealing to the free-spirited modern woman in a campaign that pays homage to a love of life.

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Shot by Ellen von Unwerth, the campaign for the brand's latest perfume features model and actress Suki Waterhouse leading a lavish lifestyle that includes romance, jet setting and fashion. While presenting a lavish lifestyle, the advertising effort also aims to portray the Amo Ferragamo woman as down-to-earth, which may help reach an aspirational audience.

**Ferragamo** was reached for comment.

Lust for life

Crafted by perfumer Marie Salamagne, Amo Ferragamo is an oriental floral scent with notes of blackcurrant, rosemary, jasmine sambac, Mate Absolute and Rhubarb. The dry down is sweetly woody, with white vanilla tahitensis absolute, ambrox and sandalwood.

The juice is housed in a translucent bottle that was modeled after Italian perfume bottles of the past. Light reflecting prisms and a shimmering polish add an elegant touch.



*Amo Ferragamo. Image courtesy of Ferragamo*

Bringing the Amo Ferragamo woman to life is Ms. Waterhouse. Per the brand, the well-traveled and lively model was a fit for the fragrance's personality.

Shot in Florence, Italy, the advertising effort is split into various episodes, as Ms. Waterhouse shares what she loves.

Amo Ferragamo translates to "I love Ferragamo," making the name itself a statement of affection.

In one clip, the model emerges from a grandiose home in the daytime wearing a long black dress and elbow-length leather gloves. She struts by tables of al fresco diners before blowing a kiss at the camera.

Another scene finds Ms. Waterhouse with "nothing to wear." Despite the protest, she tries on multiple designer outfits, throwing clothes across the room.

Showing her flirty side, a clip finds the model lounging reading a biography of Salvatore Ferragamo. When a male companion attempts to pry her attention away from her book by kissing her foot, she playfully pushes him away before getting up and tossing her pumps at him.

Silently declaring an affection for footwear, Ms. Waterhouse is also shown attempting to pack for a getaway. The small trunk of her red convertible is filled with shoes.

#### *Amo Ferragamo campaign*

As part of the launch effort for the scent, Ferragamo hosted a party in New York during fashion week Feb. 6. Ms. Waterhouse and a number of VIPs flocked to an Uptown Manhattan townhouse formerly owned by late actress Elizabeth Taylor to fete the new fragrance.

The evening also marked the comeback performance by Aly and AJ, as the duo performed for the first time in a decade for partygoers.



*Aly & AJ, Alyson Michalka and Amanda Joy Michalka, performed at the Amo Ferragamo party. Image courtesy of Ferragamo*

#### Love story

Recently, Ferragamo's efforts have looked to capture a feeling of brand love.

For instance, Ferragamo breathed life into its fall/winter 2017 collections by capturing candid interactions between the season's faces and the brand's fashions.

"Ferragamo and I" marked a shift in campaign concept for the house, which has recently changed its advertising strategy to better bridge digital and traditional channels ([see story](#)).

Ferragamo also ushered in a new era for its women's footwear collection with an influencer initiative.

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](#)).

As Mr. Andrew was recently named creative director of women's collections, Amo Ferragamo the fragrance is launching ahead of his first runway show.