

APPAREL AND ACCESSORIES

Ferragamo highlights bond between history and innovation in spring ads

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Image from Salvatore Ferragamo's spring/summer 2018 campaign. Image courtesy of Ferragamo

By STAFF REPORTS

Italian label Salvatore Ferragamo's spring/summer 2018 campaign makes a comparison between art and its apparel and accessories.

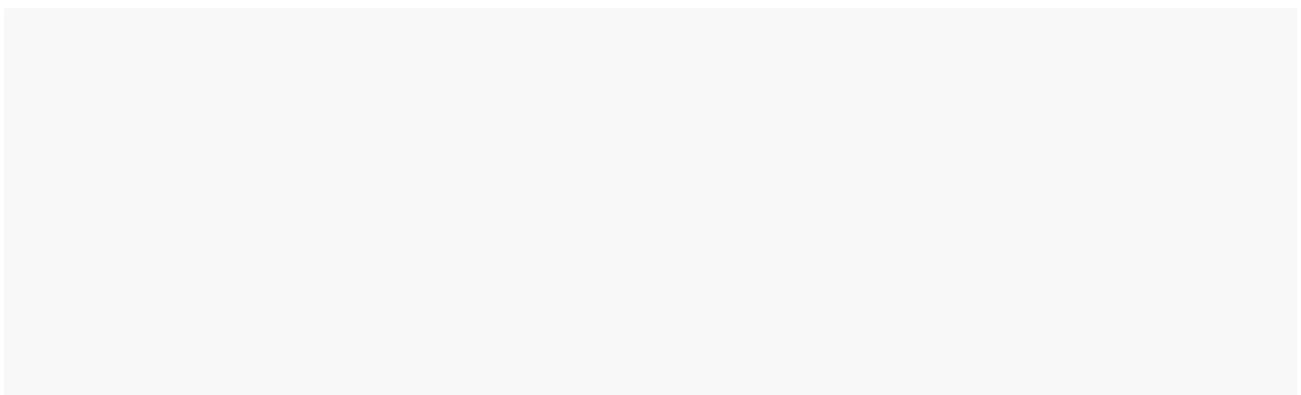
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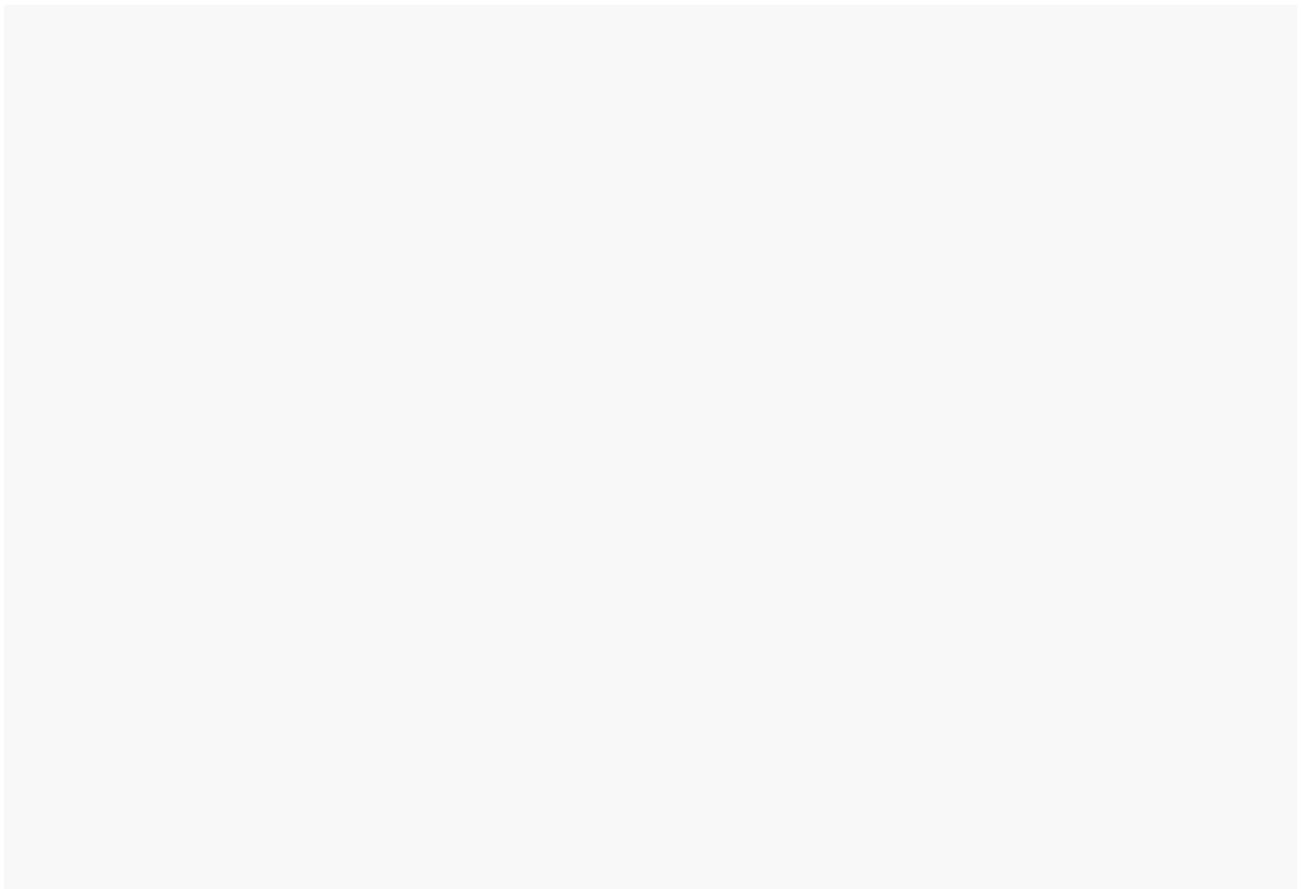
"The World is a Work of Art" features models posing against a backdrop of Italian masterworks, creating a link between the past and present. Released ahead of the debut of designer Paul Andrew's first collection as head of Ferragamo's women's wear, the campaign highlights the need for both tradition and innovation.

Art work

Ferragamo's campaign stars models Faretta, Fei Fei Sun and Luc Defont-Saviard. With creative direction by Mr. Andrew and artistic direction by DJA, the campaign juxtaposes black-and-white portraiture of the season's "modern muses" with shots of Ferragamo's shoes or handbags.

Photographer Karim Sadli's graphic images are meant to highlight the connection between tradition and innovation.





Modern muses and elegant interiors. The #FerragamoSS18 campaign pairs tradition and innovation for an energetic sophistication. @lafaretta

A post shared by Salvatore Ferragamo (@ferragamo) on Feb 10, 2018 at 4:01am PST

The February launch of this campaign comes ahead of a new chapter for Ferragamo.

In October, Ferragamo announced that its women's footwear and ready-to-wear collections would be headed entirely by Mr. Andrew.

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

His first runway show for the brand will be on Feb. 24 during Milan Fashion Week.

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