

APPAREL AND ACCESSORIES

Ferragamo debuts first bag design under new creative director

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Salvatore Ferragamo's Studio Bag under new creative director; Image credit: Ferragamo.

By STAFF REPORTS

Italian fashion house Salvatore Ferragamo is drawing inspiration from its eponymous designers' life with a bag design and digital project.

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Launching for pre-fall, the Ferragamo Studio Bag celebrates the founding designer's first ever studio in California. A congruent digital project featuring a partnership with a Serbian artist is launching along with the bag to elevate its presence.

Craftsmanship and heritage

Ferragamo's Studio Bag will also be available in two limited-edition styles, with only 95 produced, paying homage to the 95th anniversary of the first studio in California.

The Hollywood Boot Shop was Mr. Ferragamo's first store in California in 1923, the aesthetic of which has inspired the bag.

This pre-fall release will be the first bag designed under new creative director Paul Andrew, available in three different sizes.

To celebrate, the label also worked with artist Ana Kras for the campaign content surrounding its launch.

A content series features Ms. Kras discussing her own private art studio and how she is inspired by the colors of the bags. Her presence within the campaign highlights the label's heritage with Italian craftsmanship.



Salvatore Ferragamo works with Ana Kras; Image credit: Ferragamo

"The Ferragamo Studio bag symbolizes a desire for timeless iconicism, a merit the Ferragamo house is internationally known for and one I remember well from my youth," Ms. Kras said in a statement.

The label has stated that it believes Ms. Kras embodies the Ferragamo woman, "an independent, contemporary creative with effortless personal style and purpose, demanding form and function."

For its spring/summer 2018 campaign, the label highlighted a comparison between art and its apparel and accessories.

"The World is a Work of Art" featured 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 highlighted the need for both tradition and innovation ([see more](#)).

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