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## Ferragamo hires CMO to aid brand relaunch

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*Ferragamo is focusing on its brand relaunch with a new hire. Image credit: Ferragamo*

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By STAFF REPORTS

Italian fashion group Salvatore Ferragamo has appointed Riccardo Vannetti as its new chief marketing officer.

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Mr. Vannetti comes to Ferragamo Group with a background in media, retail and fashion. As Ferragamo aims to relaunch its brand, the group is looking to bolster its executive leadership.

Communications chief

Mr. Vannetti comes to Ferragamo from Pitti Imagine, where he was the tutorship division director.

The executive began his career in media as a freelance journalist for titles such as *L'Uomo Vogue* and *L'Officiel Hommes*. Mr. Vannetti also held management positions at Cond Nast, Dismi Int'l, Value Retail and Core-Capital Equity Fund.

Following that, he worked as a mentor and supporter of fashion designers.



*Riccardo Vannetti. Image courtesy of Ferragamo*

At Ferragamo, Mr. Vannetti will oversee the planning and implementation of the brand's marketing and communications, with a focus on brand strategy.

Mr. Vannetti will join Ferragamo on July 5, and will report to James Ferragamo, vice chairman and brand and product director.

In February, Ferragamo's CEO Eraldo Poletto exited his role after less than two years.

Mr. Poletto joined the company in August 2016, succeeding longtime chief executive Michele Norsa. While his tenure was short, Ferragamo has credited Mr. Poletto with making changes that ushered in the brand's "new chapter" ([see story](#)).

Along with its executive changes, Ferragamo has seen some creative shifts in recent months. The brand's women's footwear and ready-to-wear collections are now headed entirely by Paul Andrew.

Mr. Andrew was hired by Ferragamo in 2016 as the brand's design director of women's footwear. In 2017, the group expanded his role, and he showed his first ready-to-wear collection earlier this year ([see story](#)).