

APPAREL AND ACCESSORIES

Ferragamo captures updated aesthetic in fall campaign

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Ferragamo's fall/winter 2018 campaign. Image courtesy of Ferragamo

By STAFF REPORTS

Italian fashion label Salvatore Ferragamo is gathering a diverse cast of models for a campaign with an inclusive, youthful vibe.

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Ferragamo's fall/winter 2018 advertisements were shot by photographer Harley Weir on location at an Italian country house with a #PatchworkOfCharacters who playfully roam the villa's rooms and grounds. Promoting the first ready-to-wear collection from creative director by Paul Andrew, this campaign is indicative of the new direction he and menswear designer Guillaume Meilland are taking the brand in.

Stepping out

Ferragamo's campaign stars Stella Tennant, Shanelle Nyasiase, Rianne Van Rompaey, Xiao Wen Ju, Piero Mendez and Edoardo Sebastianelli. These models hail from international destinations including Sudan, the Netherlands and China.

Per Ferragamo, this global cast represents the new vision of the aristocracy.

"One of the original inspirations of the collection featured in this campaign was the Duchess of Devonshire - a formidable personification of old-school elegance and privilege," Mr. Andrew said in a statement. "And her granddaughter Stella inhabits that refreshed persona with an effortless grace.

"But in 2018 you don't have to be to the manor born to have a compelling and stylish manner about you," he said. "Curiosity, taste and a breadth of vision - not a narrowness - is what counts today."

In the campaign film, models race along outdoor paths, dance, play pool and partake in a pasta dinner.

The still images, captured on an analog camera, find the models lounging inside the villa or on an outdoor adventure.



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Mr. Andrew was originally hired as the director of women's footwear at Ferragamo in 2016. As of last fall, the designer's role was expanded, giving him oversight of all of the brand's women's collections ([see story](#)).

"I want Ferragamo to assert a distinctly special voice," Mr. Andrew said. "The best way to do that is to be collaborative, inclusive and open, which is why I'm so excited to be working alongside talents like Guillaume, Harley and this powerful cast of models.

"Together we've found a harmony that truly reflects the bold and positive change that's afoot at Salvatore Ferragamo," he said.

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