

APPAREL AND ACCESSORIES

Death of Salvatore Ferragamo's widow sparks sale rumors

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

By STAFF REPORTS

Italian fashion label Salvatore Ferragamo is seeing a positive spin in business after a sad passing.

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Last week, the namesake founder's widow, Wanda Ferragamo, passed away at the age of 96. Her death has sparked shares to jump almost 9 percent in Milan, due to rumors that the remaining heirs might sell their shares after her death.

Luxury and family

Ferragamo has not seen a peak in shares since 2015, according to a report from Bloomberg, these shares rose 8.8 percent on Monday Oct. 22.

Ms. Ferragamo passed away on Oct. 19, and previously refused any type of sale of the company.

Now that she has passed, many experts believe the label is now likely more open to sales, mergers and acquisitions.

The key member of the family shareholders was more than just that to the footwear label. Almost 60 years ago, Ms. Ferragamo took over the brand and expanded its strategy to handbags, ready-to-wear and fragrances.

While it has seen lackluster numbers as of late, Ferragamo's heritage is enough to attract a buyer.

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It is with great sorrow and regret that Giovanna, Ferruccio, Leonardo, and Massimo Ferragamo announce the passing of their beloved mother Wanda Miletta Ferragamo. "Her precious lessons will be for all of us an example of rectitude and tremendous passion for life."

A post shared by Salvatore Ferragamo (@ferragamo) on Oct 20, 2018 at 4:32am PDT

Ms. Ferragamo was in control of 20 percent of voting rights in the family's holding, in addition to 15 percent that were up in the air after the death of their daughter.

Salvatore Ferragamo recently gathered a diverse cast of models for a campaign with an inclusive, youthful vibe.

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 Meiland are taking the brand in ([see story](#)).

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