

INTERNET

## Ferragamo breaks RTW ecommerce digital trunk show

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By KAYLA HUTZLER

Italian apparel and accessories designer Salvatore Ferragamo launched an online trunk show this morning, marking the first time the luxury brand will be selling its ready-to-wear collection on the Web.

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The Ferragamo trunk show will feature items available for pre-order from the Fall/Winter 2011 collection. The site also has numerous sharing options and an interactive styling tool.

“Online trunk shows are becoming more the norm, but they’re not quite there yet,” said Fadi Shuman, cofounder of Pod1, New York.

“Ferragamo is trailblazing the trend, and allowing people to pre-order really gives them the chance to partake in this trunk show,” he said.

“The pre-order feature replicates a real trunk show and it’s great because brands know what will be popular and what will sell and it gives them a really good opportunity to generate feedback.”

**Pod1** is a creative digital and Web design agency that has worked with Harrods, Net-a-Porter, John Varvatos, Honora Pearls, Movado and Mulberry.

Ready to buy

The Ferragamo online trunk show launched this morning at

<http://www.trunkshow.ferragamo.com>.

The brand has never before sold its ready-to-wear collection on its branded sites.

All the products featured in the trunk show are available for pre-order and will ship in the Fall.

Consumers can choose from an array of clothing, shoes and handbags that will only be available for the next three-weeks.

At this time, only U.S. consumers can buy from the trunk show.

Each look in the online trunk show is modeled by fashion "It-girl" and socialite Elettra Rossellini Wiedemann, the granddaughter of actress Ingrid Bergman.



The Web site also features a unique styling tool that allows users to play the role of creative director.

Fashion enthusiasts can mix and match pieces from the runway looks that were compiled by creative director Massimiliano Giornetti to create their own, personal runway style.

The consumer can take the personalized runway looks and share with friends via Facebook and Twitter.

Along with the Web site, Ferragamo debuted the Fall/Winter 2011 ad campaign.

The campaign features black-and-white images of models Daria Werbowy and Mathias Lauridsen. It was shot in Lake Como, Italy by Mikael Jansson.

Opening the trunk

Ferragamo started to intrigue brand loyalists three days before the trunk show went live. The online trunk show microsite was featured on the homepage. Consumers were able to click through the announcement and then sign up to receive an email alert when the site launched.



In addition, the brand posted a photo of Ms. Wiedemann with an announcement for the trunk show on the Ferragamo Facebook page Aug. 3.

Ferragamo also posted the news and the same picture on its official Twitter feed, @FerragamoTweets.

The styling tool is perhaps the most unique part and will most likely prove to be the most successful feature.

“It gives you an additional layer of interactivity,” Mr. Shuman said. “And I think this will be a trend very soon, these outfit builders.”

This is most likely true as luxury brands are beginning to make more progress online.

For example, Gucci recently released its first shoppable video catalog ([see story](#)).

In addition, online retailer Net-a-Porter is creating a sense of community with an interactive global map that highlights purchases ([see story](#)).

“The world of luxury is changing and the doors are creaking open to the digital world and to the opportunities that digital can provide luxury [brands],” Mr. Shuman said.

“At the end of the day, stores, trunk shows, runway shows, campaign videos and online should all be a coherent visual feast that the customer can interact with, at any touch point, and get a unified feeling that this is really a luxury brand that is there for its consumers, wherever it is that they are looking for it,” he said.

Final Take

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