

APPAREL AND ACCESSORIES

## Ferragamo links with influencers for humorous heritage push

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Bryanboy leads a group of influencers working with Ferragamo. Image courtesy of Salvatore Ferragamo

By SARAH RAMIREZ

Italian fashion label Salvatore Ferragamo is celebrating its new Gancini monogram in an extensive digital project that centers on a group of influencers.

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Paul Andrew, creative director of women's collections, reimagined the Gancini, or "little hooks," based on the brand's eponymous founder's heritage. To mark the update, the label collaborated with influencers dressed in Gancini prints to poke fun at today's digital-centric culture.

"This campaign is interesting because it's empowering Bryan Boy and featured digital influencers with more creative opportunities to incorporate their personality and perspective into the content that they are co-creating," said Dalia Strum, educator at [The Fashion Institute of Technology](#), New York.

"Luxury labels know that they're working with the ideal influencers when they incorporate more of their personal brand into the content," she said. "This develops a stronger connection between their audience and the featured brand that they're embracing and advocating for."

Ms. Strum is not affiliated with Ferragamo but agreed to comment as an industry expert. [Ferragamo](#) was reached for comment.

"Insta" ready

Blogger Bryan Grey Yambao, who goes by Bryanboy, served as the director for Ferragamo's new "Made in Florence" film series. The story arc follows a group of influencers, playing themselves, exploring the culture around Ferragamo and Florence.

The complete short is available on YouTube and Instagram TV, while shorter snippets have been shared on Instagram and Twitter.

*Ferragamo's "Made in Florence" film directed by Bryanboy*

Entrepreneur Aureta welcomes a group of influencers, including Susie Lau, Tony Liu, Caro Daur, Pelayo Daz, Tamu

McPherson and Bryanboy himself, to her Italian home. Over the course of their stay, each influencer exaggerates his or her digital habits to play up the "content curator" stereotype.

For instance, as Aureta and Ms. McPherson enjoy cocktails by the pool, they discuss how mobile applications can enhance someone's appearance "better than plastic surgery." Aureta then takes a photo of Ms. McPherson and edits it to the point of complete distortion.

At a meal with the group of influencers, Ms. Lau makes everyone stop before eating so she can get the perfect photograph for her feed with the best lighting possible, much to everyone's annoyance. Mr. Daz visits the Ferragamo flagship and requests a glass of Prosecco while shopping the Gancini collection.

[View this post on Instagram](#)

Trying to get that money shot with @susiebubble and her classy #Gancini print shirt #FerragamoSS19  
@bryanboycom @diet\_prada @aureta @carlosestini @carodaur @princepelayo @tamumcpherson

A post shared by Salvatore Ferragamo (@ferragamo) on Jan 26, 2019 at 1:35am PST

#### *Ferragamo's interpretation of a meal with influencers*

Elsewhere on the property, Ms. Daur instructs Bryanboy to take an "OOTD," or outfit of the day, photograph as she is dressed in a Gancini dress. She instructs him to take the photo again from a higher angle, eventually directing him to the building's rooftop for an extreme overhead angle.

In addition to the digital project, Ferragamo is also working with a group of artisanal companies for a more traditional marketing direction.

## Ferragamo evolution

Ferragamo saw a year of change in 2018.

In July, Ferragamo gathered a diverse cast of models for a campaign with an inclusive, youthful vibe for its fall/winter 2018 advertisements.

The effort was 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 Mr. Andrew, this campaign is indicative of the new direction he and menswear designer Guillaume Meilland are taking the brand in.

The global cast included Stella Tennant, Shanelle Nyasiase, Rianne Van Rompaey, Xiao Wen Ju, Piero Mendez and Edoardo Sebastianelli ([see story](#)).

In addition to a change in creative direction, Ferragamo is also under new marketing and business leadership.

Last June, Ferragamo appointed Riccardo Vannetti as its new chief marketing officer to help it relaunch its brand. Mr. Vannetti came to Ferragamo Group with a background in media, retail and fashion ([see story](#)).

Ferragamo additionally appointed a new CEO to turn around its business.

Micaela le Divelec Lemmi, who was formerly the company's general manager, was promoted to CEO. Previously, she worked for Kering for more than 20 years ([see story](#)).

In October, 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.

Ferragamo has not seen a peak in shares since 2015 ([see story](#)).

"Overall, digital has an extremely high reach and it's quicker to execute of content and release those campaigns into the community," Ms. Strum said. "Our user behavior is shifting to embrace content faster at our fingertips that strategy is focused on digital marketing and social media reach."

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