

APPAREL AND ACCESSORIES

Ferragamo puts Paul Andrew at design helm

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

By STAFF REPORTS

Italian fashion house Salvatore Ferragamo is extending Paul Andrew's design oversight, naming him creative director of all of its collections.

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Mr. Andrew has been with Ferragamo since 2016, and in 2017 he became creative director of women's collections, overseeing ready-to-wear and footwear. With this appointment, Ferragamo's existing design director of men's ready-to-wear Guillaume Meilland will be retaining his role, and will now become studio director, overseeing product development under Mr. Andrew's direction.

Adding oversight

Mr. Andrew was originally hired by Ferragamo as director of women's footwear.

In the past, the director of women's apparel was also responsible for footwear designs. When Mr. Andrew was brought on at Ferragamo, his position was the first of its kind ([see story](#)).

The same month that Mr. Andrew was appointed to his position in 2016, Ferragamo also hired Fulvio Rigoni as its women's line design director. Later that year, the brand tapped Mr. Meilland to head its menswear.

However in 2017, the design trifecta was broken up, and Mr. Andrew assumed responsibility for all women's collections ([see story](#)).

[View this post on Instagram](#)

A line-up of neutral shades and pops of blue for #FerragamoSS19 collection #Patchworkofcharacters

A post shared by Salvatore Ferragamo (@ferragamo) on Feb 19, 2019 at 12:30am PST

Instagram post from Salvatore Ferragamo

Now, Mr. Andrew will be tasked with overseeing all design functions for Ferragamo.

Ferragamo has recently undergone a makeover courtesy of its creative direction.

For instance, the label 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 Mr. Andrew, this campaign was indicative of the new direction he and menswear designer Mr. Meiland are taking the brand in ([see story](#)).

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