

APPAREL AND ACCESSORIES

Ferragamo's innovation appeals to younger generations while keeping heritage intact

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

By BRIELLE JAEKEL

CAPE TOWN, South Africa – Italian fashion house Salvatore Ferragamo focuses on keeping its heritage while embracing creativity and innovation, a goal that takes intensive collaboration.

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Ferragamo CEO Micaela le Divelec Lemmi spoke at the Cond Nast International Luxury Conference on April 11 and emphasized the importance of togetherness throughout the company to stay true to its brand missions. The footwear and apparel label wants to embrace the new generation, which is significantly increasing its buying power, without alienating previous generations who are such a big part of the brand.

"Ferragamo is about beauty, the design, the materials," Ms. Lemmi said. "As you know he was one of the first genius to use different materials in his products from his own territory."

Heritage and innovation

Ferragamo will always keep its founding city of Florence, Italy alive throughout the core of its brand.



Ferragamo's fall/winter campaign. Image credit: Ferragamo

This does not just mean the physical location of Florence, but also the culture and vibrancy of the town, which is such a significant part of the brand.

Ms. Lemmi revealed that she works closely with newly appointed creative director Paul Andrew to strategize the future of Salvatore Ferragamo. She explained that as CEO, she will represent the heritage of the brand, while Mr. Andrew will represent the creativity and innovation.

The CEO also explained that film and cinema have always been an important aspect of Salvatore Ferragamo, but its relationship with the industry goes beyond celebrity ambassadors.



Ms. Lemmi speaks at CNI Luxury. Image credit: Cond Nast International

Ferragamo works throughout every aspect of film, collaborating with personalities throughout the industry and not just those in the spotlight, reaching all aspects of the crew.

Future and Ferragamo

In February, Salvatore Ferragamo extended Mr. Andrew's design oversight, naming him creative director of all of its collections.

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 retains his role, and has now become studio director, overseeing product development under Mr. Andrew's direction ([see story](#)).

Ms. Lemmi took her role as CEO this past July.

In an example of how the brand is able to appeal to a young audience while maintaining its heritage, Salvatore Ferragamo recently celebrated its new Gancini monogram in an extensive digital project that centers on a group of

influencers.

Mr. Andrew 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 ([see story](#)).

"We want to talk to different kinds of generations, even the new generations," Ms. Lemmi said. "But with a very clear point of view.

"This is fundamental."

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