

APPAREL AND ACCESSORIES

## Salvatore Ferragamo represented in Columbus Day Parade

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

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By STAFF REPORTS

Fashion label Salvatore Ferragamo is celebrating its Italian heritage in New York as part of the city's Columbus Day Parade, becoming a key part of the festivities.

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The label's chairman in the United States, Massimo Ferragamo, will act as Grand Marshal of this year's parade. Mr. Ferragamo is the son of Salvatore Ferragamo himself and divides his time between Italy and the U.S., making the parade an important event for him.

Columbus celebration

New York's Columbus Day Parade will take place on Oct. 14 this year, with Mr. Ferragamo leading the way for marching bands, floats and groups traveling from 44th St. to 72nd St. The parade will start at 11:30 a.m. and run to 3 p.m., broadcasted live on WABC-TV starting at noon.

The Columbus Citizens Foundation is responsible for naming Mr. Ferragamo Grand Marshal. Its president cites the chairman's success as an Italian businessman along with his contributions in philanthropy and community service as reasons for the choice.

Sophia Loren, Frank Sinatra, Luciano Pavarotti, Lidia Bastianich, Joe DiMaggio, Mario Andretti, Roberto Cavalli and Maria Bartiromo are a few of the Grand Marshals that have come before Mr. Ferragamo.



*Massimo Ferragamo, 2019 Columbus Celebration Grand Marshal. Image credit: Salvatore Ferragamo*

"I am honored and pleased to join the ranks of distinguished Italians and Italian-Americans who have served in this incredibly special role before me," Mr. Ferragamo said in a statement. "The special relationship between Italy and the United States has been at the core of the Ferragamo business since its inception, and I'm so very proud to accept this honor also in memory of my parents Salvatore and Wanda who loved the USA as if it were their second home country.

"It is wonderful to be able to celebrate all the creativity and blessings that come with our two great countries working together," he said. "My family and I are so excited to march up Fifth Avenue on Columbus Day."

Salvatore Ferragamo also recently celebrated its culture with a Gancini monogram in an extensive digital project that centers on a group of influencers.

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 ([see story](#)).