

APPAREL AND ACCESSORIES

Ferragamo enlists Italian creatives in eyewear effort

August 2, 2019



Salvatore Ferragamo enlisted creative men in its newest eyewear campaign. Image credit: Salvatore Ferragamo

By SARAH RAMIREZ

Italian fashion house Salvatore Ferragamo is gathering creatives to share how heritage and craftsmanship intersect in the brand's latest men's eyewear capsule.

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Four men, including one photographer and three designers, sport Ferragamo's #ItalianExcellence eyewear collection in a video series about their own creative pursuits. The brand has ramped up collaborative and influencer efforts as it balances its legacy with contemporary ideas.

Made in Italy

Each of the men have close ties to Italy, making them living embodiments of Italian excellence. Since they are professionals in creative fields, rather than full-time influencers, their involvement lends the campaign more authenticity.

As part of the eyewear effort, each man appears in a brief video discussing his perspective on craftsmanship while wearing Ferragamo sunglasses and eyeglasses. The shorts feature the men's voiceovers in Italian, with English language subtitles.



Salvatore Ferragamo celebrates craftsmanship in its new eyewear campaign. Image credit: Salvatore Ferragamo

In the first episode, landscape designer Derek Castiglioni explores the "secret gardens" of Milan.

"Ever since we're born, we're raised in a culture of a beautiful country," Mr. Castiglioni explains in the film. "This differentiates the made in Italy' from the rest."

Ferragamo filmed Francesco Meda's episode in his studio. As a furniture designer, he works with materials including leather, glass and wood.

"The most important responsibility as a designer is to keep the environment in mind," Mr. Meda says. "My structures try to assign value not as much to my design, but to a natural design."

Rodrigo Izquierdo, a Spanish-born interior designer who has worked in Milan for almost 15 years, also welcomed Ferragamo into his atelier.

"Italian excellence, for me, signifies character, it signifies identity, personality," Mr. Izquierdo opines. "It means being authentic, it means being proud of who you are and how you demonstrate it."

Photographer Guido Taroni wanders through Milan in his #ItalianExcellence episode. In addition to showcasing the cityscape, Mr. Taroni is seen browsing books for inspiration.

"Italian-ness' is very important in my work, this tradition that is handed down generation to generation," Mr. Taroni says. "Today this personal research is very important to be able to stand out from the crowd."

Furniture designer Francesco Meda appears in the #ItalianExcellence campaign

Ferragamo has been tapping influencers to make a personality driven push.

In a more humorous influencer campaign, Salvatore Ferragamo celebrated the debut of its Gancini monogram with influencers poking fun at today's digital-centric culture.

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

Spectacle campaigns

Luxury labels have been pushing their eyewear collections in an effort to draw attention to the entry-level category. Although eyewear has price points that are typically higher than beauty products, the offerings can be more wearable and versatile than many of the brands' luxury apparel designs.

Italian fashion house Valentino flaunted its eyewear in a short depicting an impromptu dance party at Paris' Place Vendôme.

A short film follows four women who receive a pair of sunglasses and directions to join a flash mob at the landmark. With this campaign, Valentino leveraged an eye-catching spectacle from the real world to get consumers' attention in social media ([see story](#)).

In a more introspective campaign, Prada's Miu Miu told a story of a fast female friendship in a short that plays on perspective through the use of literal lenses.

"Head in the Clouds" tells the story of two women whose lives intersect via a pair of the brand's Cloud sunglasses. This latest film fits with Miu Miu's ongoing storytelling about women who are inquisitive and a bit daring ([see story](#)).