

APPAREL AND ACCESSORIES

Ferragamo makes a return to Men's Fashion Week in Milan

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Ferragamo will show at Milan's Men's Fashion Week next January. Image courtesy of Ferragamo

By STAFF REPORTS

Italian fashion label Salvatore Ferragamo is moving away from its recent coed runway show format for the fall/winter 2020 season, with plans to present at Men's Fashion Week in Milan.

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In recent seasons, Ferragamo has shown its men's and women's wear together, either during Milan Fashion Week or Pitti Imagine Uomo in Florence. This move is meant to put an emphasis on menswear, as part of Ferragamo's development under its recently appointed creative director Paul Andrew.

"After several seasons of showing menswear and women's wear together in a coed format, presenting each collection within its respective calendar forms part of an organic program of development for Ferragamo, in which menswear plays an undisputed role," said Micaela le Divelec Lemmi, CEO of Ferragamo, in a statement. "We relaunched during a period of major consolidation of our brand's style and identity last June in Florence, where our story began, to affirm who we are, but now it is only natural for us to take part once again in Milan Fashion Week.

"Together with the other major Made in Italy brands, we accepted the invitation from the Camera Nazionale della Moda with great enthusiasm, to be united also in terms of menswear," she said. "We are glad to be a part of this essential global fashion event."

Menswear move

In February, Ferragamo named Mr. Andrew as creative director, extending his oversight to menswear ([see story](#)).

For the spring/summer 2020 show, Ferragamo showed both menswear and women's wear together during Milan Fashion Week. Prior to that, the brand staged its first show in its hometown of Florence during the city's menswear fashion week, with a coed approach.



Ferragamo's show at Pitti Imagine Uomo was coed. Image courtesy of Ferragamo

Ferragamo's upcoming menswear show in Milan will be held on Jan. 12.

"My journey as Ferragamo's creative director started in Milan four seasons ago and I'm thrilled to return to Italy's fashion capital with the autumn/winter 2020 menswear collection in January," said Mr. Andrew in a statement.

"Every new season represents a debut and every debut is marked by creative energy," he said. "I think that the city of Milan, with its intellectual vitality and vibrant international soul, is the perfect stage."

Ferragamo is not alone in making a return to Men's Fashion Week for the fall/winter 2020 shows. Gucci recently announced that it too would be showing menswear in January in Milan on Jan. 14, a departure from its own coed approach.

French fashion house Givenchy also debuted a standalone menswear show as the special guest designer during Florence's Pitti Immagine Uomo 96.

On June 11 to 14, 2019, Florence hosted its annual men's fashion event, during which Givenchy presented its new menswear collection. This marked the first standalone menswear runway show under artistic director Clare Waight Keller ([see story](#)).