

APPAREL AND ACCESSORIES

Ferragamo breaks Join the Movement holiday campaign

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They've got the moves: Ferragamo's holiday 2019 campaign. Image credit: Ferragamo

By STAFF REPORTS

Italian fashion label Salvatore Ferragamo has unveiled its new holiday campaign that showcases the ease with which its apparel and accessories can perform with plenty of movement.

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The choreography of the season's campaign video shows the Ferragamo holiday collection with modern ready-to-wear in a monochrome palette against color-popped accessories. The models dance to highlight the flexibility and versatility of the collection whose video will run across all social platforms.

"For this holiday season we wanted to emphasize the joy generated by inhabiting garments that afford a full, free range of effortless movement, and there's no better platform for that than dance," said Ferragamo creative director Paul Andrew in a statement.

"By paring back the color story to black, with accents of silver and white, and poppily tonal punctuation marks provided by the accessories, we're really focused on the quality of our artisan construction," he said.

"The result is a modern wardrobe that encompasses leisure, business and evening wear in a sleek and progressive whole clothes and shoes for dancing through life."



Men and women in black: Still from Ferragamo's new holiday campaign video. Image credit: Ferragamo

Moving merchandise

Ferragamo is calling the campaign, "Join the Movement."

The womenswear collection features coats, jackets, skirts, jumpsuits and dresses in inkily toned leathers and silks accented by delicate gestures of rhinestone shine, sequin flash and silvery reflection. The campaign also features the new pump and Trifolio bag.

Menswear features sunglasses, suits and shirts, as well Ferragamo's Tramezza Oxford shoes that have been upgraded with a new silicone finish. A new bag in deerskin also features in the campaign and holiday collection.

Ferragamo flagship store windows will feature the holiday collection.

Ferragamo's Join the Movement holiday 2019 campaign

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