

APPAREL AND ACCESSORIES

Ferragamo's "Rising in Hollywood" film series enlists women industry insiders with dreams

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Filmmaker Gillian Zinser talks about how Hollywood slows her down to think and be more creative in Ferragamo's new "Rising in Hollywood" short film series. Image courtesy of Salvatore Ferragamo

By LUXURY DAILY NEWS SERVICE

Italian fashion and footwear maker Salvatore Ferragamo has debuted "Rising in Hollywood," a series of four short films that highlight the insights, emotions and ambitions of a new crop of women creative personalities and entrepreneurs.

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The campaign features Sinead Bovell, Bonnie Chen, Cuba Tornado Scott and Gillian Zinser. What they have in common is a gravitation to Hollywood and its potential to realize dreams something that resonates with Ferragamo, given that its eponymous founder got his start as a shoemaker to movie stars.

"'Rising in Hollywood' focuses on a group of strong and diverse women who are film industry insiders and who take us to their places around the city as they share their experiences of being professionally raised in this unique place," said Italian-born, U.S.-residing filmmaker Francesco Carrozzini of the BeFREE Agency, in a statement.

"These are all women who have accomplished their dream of working in film and who strive constantly to improve themselves: but what is their next step?" he said.

The films come three weeks after Ferragamo debuted a campaign featuring a cast of six creative style-setters to promote the Italian fashion label's new Viva ballet flat shoe ([see story](#)).



Model and filmmaker Bonnie Chen was taken by Hollywood's openness and potential for possibilities, as she laid out in Ferragamo's "Rising in Hollywood" film series. Image courtesy of Salvatore Ferragamo

All pumped up

Included in those films are new Ferragamo products that the models wear: the Ferragamo Pump, which is a modernized upgrade to a house classic, and the new Trifolio bag that is meant for the needs of the modern woman.

Ferragamo creative director Paul Andrew recruited Mr. Carrozzini to, in essence via these films, be a continuing link for the Italian house from the Golden Age of cinema to the new era of streaming.

Founder Salvatore Ferragamo in 1923 opened his first-ever store in Santa Barbara, California. He called it the Hollywood Boot Shop.

Soon, he was being commissioned by costume departments and movie stars to create shoes worn both on screen and off for actors such as Greta Garbo, Mary Pickford, Marlene Dietrich, Bette Davis, Rita Hayworth, Ava Gardner, Marilyn Monroe, Ingrid Bergman, Audrey Hepburn and Lauren Bacall.

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