

RETAIL

Brands at work: Ferragamo, Burberry, Balmain, Zegna and Hublot

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Salvatore Ferragamo has taken the retail downturn to relaunch its e-commerce Web site and make it more visually appealing with vivid photos of models and product. Image credit: Salvatore Ferragamo

By LUXURY DAILY NEWS SERVICE

New Web site for Ferragamo is more visual

Notwithstanding the COVID-19 coronavirus outbreak, Italian footwear maker Salvatore Ferragamo has relaunched its Web site to give it a glossier feel.

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The site at [Ferragamo.com](https://www.ferragamo.com) is more visual with larger photos and more stories.

In addition to sections for women, men, collections and What's new, there is a Other Stories section with products feature and company history. A carousel at the top switches between featured products and content.

Burberry keeps base pay of all store and site staff, says no to UK government stimulus

British fashion label Burberry, buffeted by the COVID-19 lockdowns like most of its peers, is taking additional steps to keep the company in working condition under these unprecedented times.

The London-based company has already trimmed non-essential spending and repurposed facilities to make non-surgical gowns and sourced masks for donation to healthcare workers in the United Kingdom.

Among other decisions it has made:

- Maintaining the base pay for all employees who are unable to fulfill their roles because of store or site closures.
- Not relying on government support for jobs in the U.K. where more than a third of its employees are based.
- Senior leaders will take a voluntary 20 percent pay cut from April through June.
- The board of directors has agreed to a voluntary 20 percent reduction in their base salary and fees from April through June, with the equivalent cash amount to be donated to the Burberry Foundation COVID-19 Community

Fund.

#BalmainEnsemble debuts to keep homebound fans occupied

French fashion house Balmain, known for its social savvy under creative director Olivier Rousteing, has launched its latest initiative called #BalmainEnsemble.

The goal is to publish stories, inspirations and creations from members of the Balmain family, as well as from a host of close friends and respected artists.

Over the next weeks, #BalmainEnsemble will develop some of the following groups of stories across all of the house's social media channels:

#BalmainEnsemble The Archives:

Narrated by Mr. Rousteing, this group of stories relies on videos, artwork and images pulled from Balmain's 75 years of archives, as well as from his own personal photo albums, to tell the backstory of some of the house's most iconic moments.

#BalmainEnsemble The Style Files:

To ensure that everyone's imagination gets a workout during quarantine, Mr. Rousteing and the stylists and designers who work closely with him, will issue weekly creative challenges to housebound

Balmain Army members. Some of the best responses will later be posted on Balmain's social media.

#BalmainEnsemble The Global Atelier:

Mr. Rousteing and his Balmain team open up the doors on the process of designing a collection, allowing entry to Balmain Army members and listening to their input on the selection of the songs, themes, fabrics, cuts and colors for future Balmain runway presentations.

#BalmainEnsemble The Intermission:

Each week, Mr. Rousteing will reach out to friends, muses and inspiring creative for a candid conversation about how best to rely on beauty, art, sport and friendship to guarantee that this new stay-at-home period can be as interesting and productive as possible.

#BalmainEnsemble The Sketches:

Inspired by the experience of coloring books as a child, Mr. Rousteing plans to upload black-and-white sketches of some of his most iconic designs, to allow coloring-within-the-lines sessions for the fashion-savvy.

Zegna to livestream Ermenegildo Zegna XXX Summer 2021 collection

Italian menswear brand Ermenegildo Zegna will forego its physical fashion show for its Ermenegildo Zegna XXX Summer 2021 collection in favor of a digital show.

The decision was made in the wake of the COVID-19 coronavirus outbreak and resultant social distancing norms. The show will be livestreamed around the world.

"There's a time for everything," said Gildo Zegna, CEO of Ermenegildo Zegna Group, in a statement. "This is the time to think differently about the next future."

Hublot opens new flagship in Tokyo's Ginza with Yohji Yamamoto watch collab

Swiss watch brand Hublot will next month open its new flagship boutique in Tokyo's swish Ginza shopping district.

To mark that occasion, the brand has collaborated with Japanese fashion designer Yohji Yamamoto to release the limited-edition Big Bang GMT All Black Yohji Yamamoto watch.

"We are honored to celebrate the opening of our new flagship Boutique in Tokyo with fashion designer super star Yohji Yamamoto," said Ricardo Guadalupe, CEO of Hublot, in a statement.

"This All Black limited edition we created together expresses a simple beauty through the fusion of Yohji

Yamamoto's black design signature and the complicated GMT manufacture movement," he said.

Hublot in 2006, with its All Black collection, launched a concept called "Invisible visibility." The model is completely black and has a black case made of micro-blasted black ceramic, black hands, black dial and a black rubber strap. Even the sapphire crystal is made of smoked sapphire.

Limited to 50 pieces, the two-time-zone Big Bang GMT All Black Yohji Yamamoto will be available only at the Hublot Boutique Ginza.

"This watch can easily display the time zones of the two cities where I'm based, Tokyo and Paris," Mr. Yamamoto said in a statement. "Moreover, the hours are invisible. As a person who isn't always forthcoming, I find that highly amusing.

"I'm pleased to have taken part in the creation of this model to celebrate the opening of Hublot Boutique in Ginza, a unique, famous and iconic neighborhood of Japan," he said.

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