

APPAREL AND ACCESSORIES

Ferragamo enlists great and good to narrate podcast episodes from founder's autobiography

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Shoemaker of Dreams The autobiography of Salvatore Ferragamo

Italian fashion, footwear and leather goods brand Salvatore Ferragamo has turned its founder's autobiography into a series of podcast episodes read by celebrities, actors and journalists. Image credit: Salvatore Ferragamo

By LUXURY DAILY NEWS SERVICE

Italian fashion and leather goods maker Salvatore Ferragamo is joining the parade of luxury brands dabbling in podcasts with its own series honoring its eponymous founder and his legend.

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"The Shoemaker of Dreams" podcast series is narrated by different "friends of the house," each putting their own spin on a chapter. The late Ferragamo's autobiography still offers lessons in life and resilience.

"The story of Salvatore Ferragamo is endlessly fascinating in its spirit of adventure and innovation," the company said in a statement.

"With an almost fairytale origin, the journey of a precocious boy to the shoemaker of dreams, is strewn with riveting escapades and amusing anecdotes.



Salvatore Ferragamo, shoemaker to the stars, examining his work. Image credit: Salvatore Ferragamo

Amazing feet

Actors such as Jessica Alba, Pierfrancesco Favino, Stanley Tucci and Hero Fiennes Tiffin, as well as editors and opinion leaders including Suzy Menkes and Sinead Burke have narrated the episodes.

The 23 episodes are posted on [Spotify](#), [iTunes](#) and [SoundCloud](#).

Mining the heritage and history of brands and their founders has been a popular ploy for luxury marketers to personalize their interactions with customers and prospects as bricks-and-mortar retail stores have yet to recover to their pre-pandemic foot traffic levels.

While some brands opted for Zoom sessions, Webcasts and music playlists, others favored podcasts.

Those brands with some of the most insightful podcasts include Boucheron, Dior, Lexus, Fortnum & Mason, BMW, Mr Porter, Belstaff, LVMH and Four Seasons.

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