

APPAREL AND ACCESSORIES

## Ferragamo channels Hollywood mystery in cinematic campaign

January 28, 2021



Anok Yai for Salvatore Ferragamo. Image courtesy of Salvatore Ferragamo

By KATIE TAMOLA

Italian fashion house Salvatore Ferragamo is taking inspiration from iconic filmmaker Alfred Hitchcock for its suspenseful spring/summer 2021 campaign.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

The label collaborated with Oscar-nominated director Luca Guadagnino for a short film featuring an ensemble cast that sports products from the brand including the slingback VIVA, new top-handled Trifolio bag, Studio bags and other products. The film specifically includes a new cylinder-shaped bag that is meant to emulate a meaningful prop from Mr. Hitchcock's 1964 film, *Marnie*.

"Guadagnino successfully instills suspense and intrigue without detracting from the brand," said Chris Ramey, founder of [Affluent Insights](#), Palm Beach. "The subtleness of Ferragamo's DNA is sublimely executed and communicated."

### Moments in Milan

The short film stars Mariacarla Boscono, Maggie Cheng, Jonas Gler, Samer Rahma and Anok Yai as they traverse the streets of Milan.

As a suspenseful soundtrack from Chinese musical artist B6 plays, each character has their own destination.

Whether walking in a park, rowing in a boat or entering a tall building, everyone's journey is a mystery.



*Everyone is a main character in the new Salvatore Ferragamo campaign. Image courtesy of Salvatore Ferragamo*

"Based on today's current climate, we're on eggshells and unsure of what's around the corner," said Dalia Strum, founder of [RethinkConnect](#) and professor at the [Fashion Institute of Technology](#), New York. "This short video truly embraced the heightened state of the world with a more relatable approach, while featuring their recent collection."

The short film splices close-ups of each cast member, highlighting their own specific experiences with the Ferragamo goods.

The colorful boldness of the Ferragamo pieces is complimented by Milan's cinematic architecture.

#### *Salvatore Ferragamo channels Hollywood in new campaign*

Mr. Guadagnino and Salvatore Ferragamo creative director Paul Andrew juxtapose the vibrant colors of the products with the various snapshots of Milan.

Ferragamo's campaign showcases the rich and colorful quality of the brand, while also reminding viewers that similar to the film's cast, they are each the stars of their own stories.

#### Inspired by Hollywood

Crafting campaigns that project cinematic features or the aura of Hollywood have been a revered technique used by several luxury brands.

Italian fashion brand Prada cast a film noir light on its spring/summer 2021 collection with the unveiling of a stylish new short film.

In the tradition of film noir, Prada hired British author Candice Carty-Williams to write "A Stranger Calls," a mysterious whodunnit set in an isolated Italian villa. Serving as Prada's 2020 holiday campaign, the art-house footage is accompanied by a beguiling array of black-and-white images shot by Steven Meisel ([see story](#)).

Italian fashion label Versace also recently released a campaign with odes to Hollywood, while taking a more humorous approach.

Versace and *Vogue* collaborated with one of the leaders of quarantine comedy, Jordan Firstman, to deliver a colorful and witty holiday special. "All For You: A Very Versace Christmas Story" makes references to a number of Hollywood films including *The Player*, *Hanging Up* and nods to a few classic Quentin Tarantino scenes ([see story](#)).

For its part, Ferragamo's ties to Hollywood predate its founding. Designer Salvatore Ferragamo first found success creating footwear for silent screen stars in the 1910s and 1920s, before returning to Italy and starting his eponymous brand ([see story](#)).

"[The film] is brilliantly filmed to symbolize the human condition necessitating the film while celebrating all that Ferragamo represents," Mr. Ramey said.