

APPAREL AND ACCESSORIES

Salvatore Ferragamo launches sustainability platform

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The Italian brand now has a platform dedicated to sustainability and social responsibility. Image credit: Salvatore Ferragamo

By LUXURY DAILY NEWS SERVICE

Italian fashion house Salvatore Ferragamo is embracing the full scope of sustainability in fashion with its new "Sustainable Thinking" platform.

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Fashion brands have increasingly become more public with environmental and social efforts. Ferragamo's "Sustainable Thinking" was created to host, cultivate and amplify discussion about sustainability, inclusivity and community support.

"Our industry has had to rethink timing and priorities," said Micaela le Divelec Lemmi, CEO of Salvatore Ferragamo, in a statement. "Sustainable Thinking is our commitment to being responsible in the creation of real and long-lasting beauty, by drawing on the fundamental values of Genius loci, like masterful craftsmanship, technology, research and sustainability."

Sustainability first

"Sustainable Thinking" is a new digital platform that brings the brand's responsible projects and activities together in one conceptual space, sparking conversation due to an international network of contributors with diverse experiences and perspectives, coming together to hold discussions surrounding the continuous evolution of sustainability issues.



The limited-edition Earth Top Handle Bag from Salvatore Ferragamo. Image credit: Salvatore Ferragamo

With a focus on dialogue and open-mindedness, "Sustainable Thinking" aims to use the internet differently. Ferragamo has said it values dialogue as a key aspect of sustainability and inclusivity, as culture and sharing are at the heart of the recovery at this time.

The new platform is available in eight languages and has been optimized for all devices.

In addition to "Sustainable Thinking," the revamped website sustainability.ferragamo.com offers in-depth content and integrates with the new ferragamo.com, offering an immersive user-friendly experience.

Ferragamo celebrated Earth Day yesterday with a new take on its beloved Top Handle Bag, releasing a limited-edition Earth Day Top Handle bag. The bag aims to reflect the house's codes of refinement and innovation as well as its increasing commitment to a responsible business model and respect for the environment ([see story](#)).

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