

APPAREL AND ACCESSORIES

Salvatore Ferragamo sings different songs of spring in new project

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Tuscan Wildflowers calls upon six visual creatives to celebrate Salvatore Ferragamo prints and disparate ideas of travel. Image courtesy of Salvatore Ferragamo

By LUXURY DAILY NEWS SERVICE

Italian fashion house Salvatore Ferragamo is celebrating travel with a new multimedia project.

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"Tuscan Wildflowers" is a unique, multi-faceted campaign from the fashion house that enlists six visual creatives to celebrate the house's prints as well as the artists' unique travel experiences. An ode to traveling, the project will be a patchwork of different cultures, memories and landscapes that ultimately unite Tuscany, the artists' countries of origin and the locations where the limited-edition Studio Bag will be sold.

Wildflowers all around

Stemming from the idea of spring as an opportunity for rebirth and new hope, Ferragamo is highlighting how travel motivates and inspires people. "Tuscan Wildflowers" will illustrate different cultures through the eyes of people from different places and backgrounds, serving as a travel diary that captures the wide breadth and beauty of the larger world.

For the digital Tuscan Wildflowers campaign, Ferragamo tapped French painter and designer Lucas Beaufort; Spanish sculptor Diego Cabezas; Brazilian illustrator and painter Marina Papi; Korean painter Boree Hur; Art Media Studio in Firenze that specializes in light installations; American illustrator Bijou Karman.



Boree Hur is a painter contributing to the project. Image courtesy of Salvatore Ferragamo

The central theme permeating through this campaign is actual Tuscan wildflowers, floral prints featured on summer garments and accessories. These floral prints are a celebration of the immeasurable beauty of poppies, daisies and sunflowers, typical emblems around Florence, the fashion house's homeland.

The Ferragamo Studio Bag is being reworked in organic cotton with the wildflowers print, in a limited edition run available exclusively in Ferragamo boutiques in Capri, Forte dei Marmi, Marbella, Cannes, Miami, Las Vegas, Hawaii and Rio de Janeiro. The shoulder strap on each bag is personalized with the name of the destination.

The Italian fashion house will display illustrations, collages, photos and animation used by the six visual creatives in their celebration of Ferragamo prints and the artists' personal ideas of travel. The images are being displayed on the brand's social media pages and website, ferragamo.com, serving as a patchwork of different cultures, places and their respective beauty.

The fashion house is aiming to encourage expression and creativity in their audience, and to continue searching for ways to improve the overall consumer experience.

In February, Salvatore Ferragamo announced its partnership with customer experience company [Medallia](#) to improve CX both in-store and virtually.

Ferragamo's partnership with Medallia is inviting consumers to share information, including sentiments, about their customer service experiences with the brand. The fashion house is hoping to use the information to construct effective solutions to financially impacted issues and to strengthen consumer trust ([see story](#)).

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