

AUTOMOTIVE

Ferrari drives into fashion sector with inaugural collection

June 15, 2021



Ferrari debuted its first apparel and accessories collection on Sunday. Image credit: Ferrari

By NORA HOWE

Italian automaker Ferrari is going from the race track to the runway with the launch of its first in-house fashion collection, indicating a major step in its strategy to expand the brand beyond the automotive sector.

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Produced by creative director and former Giorgio Armani designer Rocco Iannone, the collection debuted on a V12 assembly line catwalk at the Ferrari production plant in Maranello on June 13. Items from the collection will be released for purchase in six drops throughout this year, both online and in select Ferrari stores.

"Luxury is always about brand and brand desire, not product," said Chris Ramey, CEO of [Affluent Insights](#), Palm Beach, Florida. "This allows for a unique brand elasticity that can be monetized."

Ferrari fashion

While this is Ferrari's first step into high-end fashion, it is not unfamiliar with the sector.

In 2016, Italian apparel and accessories label Tod's translated the aesthetics of Ferrari's vehicles into a collection of footwear. For fall/winter 2016-17, the brands teamed up on a collection of driving shoes and sneakers for men that featured elements such as the prancing horse and Ferrari's iconic shade of red ([see story](#)).

Two years later, Ferrari launched an online store for its Scuderia Ferrari apparel and accessories brand, relying on the Yoox Net-A-Porter platform. The site used Yoox Net-A-Porter's technology and logistics offerings with full customization such as on-site personalization that tailored content and products to customers ([see story](#)).

Mr. Iannone [reportedly](#) described the newest collection as "fluid," as the majority of the pieces are garnered to both men and women and sizing from XXXS to XXXL.

Ferrari Fashion Show 2021: Livestreamed from Maranello

In keeping with the streetwear trend, oversized Ferrari-branded shirts were complemented by wide shorts with reflective tape or loose-fitting pants that cinched at the ankles.

Coats were complemented by daywear that included silky midi skirts in Ferrari prints featuring collages of classic

racing cars and the Ferrari logo.

Footwear included steel stiletto moccasins with rubber soles, trekking sandals and sneakers, designed in collaboration with Puma. Accessories included oversized Prancing Pony earrings, Ferrari-branded belts and sunglasses by Rayban.

The luxury collection is expected to expand to include more accessories in the future.

The fashion line is part of a brand diversification project that Ferrari hopes will contribute to up to 10 percent of its bottom line within 10 years. However, some industry professionals believe this may distract from the brand's other responsibilities.

"Their stated initiative to drive 10 percent of profits through their non-automotive silo puts the other 90 percent at risk," Mr. Ramey said.

Luxury should be personal. Every fabric, pattern and colour offers the chance to create something truly unique at #Ferrari's Tailor Made centre. Go where the unconventional is celebrated. #FerrariStyle pic.twitter.com/3UMRgC9In8

Ferrari Style (@ferraristore) June 8, 2021

Ferrari sought to create a connection between automotive and fashion design

Pieces are now available in Ferrari's newly remodeled flagship store, and with pieces ranging in price from \$242 to up to \$3,636. In another lifestyle push, the brand recently reopened its Cavallino restaurant under the guidance of Michelin three-star chef Massimo Bottura.

Affluent consumers seem to appreciate the brand's strategic efforts, as Ferrari was ranked the third most globally reputable brand, according to Global RepTrak's 2021 Top 100 report ([see story](#)).

Lifestyle branding

While the fashion collection may be Ferrari's first major step into its lifestyle branding journey, it certainly is not a first for automotive brands.

Lifestyle pieces allow automakers to reach more consumers, especially the aspirational consumers looking to interact with the brand, but cannot purchase a luxury vehicle, and British automaker Bentley Motors has been building its reputation as a lifestyle brand for multiple years.

In 2015, the automaker debuted its spring collection at the Geneva International Motor show hoping to spark attention with its fashion line the way fashion weeks capture audiences around the world ([see story](#)).

In March 2021, Bentley added new offerings to its Bentley Collection, a carefully curated selection of lifestyle accessories inspired to reflect the distinctive design of Bentley's vehicles, including cufflinks, reusable coffee cups, notebooks and key rings ([see story](#)).

In 2019, Bentley translated its passion for travel into a trio of perfumes, dubbed Bentley BeyondThe Collection, which were designed to evoke the feelings of India, Indonesia and Mexico ([see story](#)). In May 2021, the automaker launched a bold new cologne for men, Bentley Momentum Unbreakable a spicy yet floral scent, blending new ingredients with heritage perfumery traditions ([see story](#)).

Similarly, German automaker Porsche has been presenting itself as a lifestyle brand for more than three decades, with the launch of Porsche Design.

Porsche Design collections include timepieces, consumer electronics, leather goods and luggage, eyewear, men's apparel and sportswear, writing instruments, fragrances and home accessories ([see story](#)).

In November 2020, the automaker revealed a footwear capsule collection in collaboration with athletic brand Puma. To build hype around the launch, Porsche and Puma hosted the "world's fastest" pre-release for the colorful sneaker line ([see story](#)).

Building on its presence and influence in the world of fashion, Porsche tapped Olivier Rousteing, creative director of French fashion house Balmain, for an extensive and personal campaign focusing on self-realization. A longtime

fan of Porsche, Mr. Rousteing collaborated with the marque on a series of short videos under the theme of "Drive Defined" ([see story](#)).

"Luxury brands may leverage culture and lifestyle, but they would never pander or allow their brand to be swayed by it," Mr. Ramey said.

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