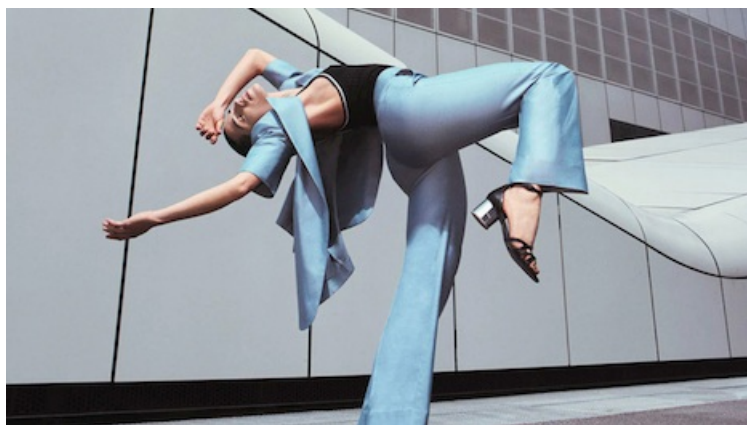


APPAREL AND ACCESSORIES

## Salvatore Ferragamo dances' in new capsule collection

June 21, 2021



*Ferragamo's Sandal with Mirrored Heel. Image credit: Salvatore Ferragamo*

By LUXURY DAILY NEWS SERVICE

Italian fashion house Salvatore Ferragamo has unveiled Let's Dance, a capsule collection of shoes that combines lightness and comfort, crafted in a range of designs and styles.

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Inspired by the idea that dance is a means of creative expression and a universal language, Ferragamo introduced the collection with a short film and dance challenge for the brand's community on social media. Directed by Danielle Lessovitz, a celebrated film director at the 2019 Cannes Film Festival, the film depicts a symbolic dialogue between dance and the collection.

### Let's Dance

The freedom to express oneself is at the heart of the Let's Dance collection, a line of shoes for every look and for every moment of the day, featuring colors ranging from black to sunshine yellow and from lipstick red to gold, silver and orange.

Embodying the spirit of the modern woman, each with their own personality, style and individual challenges, contemporary dancers Anita Lorusso, Naomi Weijand and Tania Dimbelolo present a series of ensemble and solo performances, moving to a point in which reality disappears and becomes an escape and a liberation, before ultimately returning to a re-examined, optimistic present.

*Three dancers embody the spirit of the modern woman in an artfully stylized ensemble and solo performances*

The Let's Dance collection includes: ballet flats with a metal buckle and logo; an ultra-soft, lightweight lace-up crafted from nappa leather with elastic inserts for extreme flexibility; a Gancini moccasin in the same style; a sandal with refracted high heel, inspired by a model from the archives, and upper in tiny geometrically woven strips of leather, also available with a lower heel with fine ankle strap; a pump with chunky heel and lasered upper; and a soft boot in nappa with refracted block heel.

The short film is accompanied by a series of photos that together form the Let's Dance campaign on social media and [ferragamo.com](https://www.ferragamo.com).

The campaign also includes a dance challenge, Ferragamo Dance Challenge, for the Ferragamo community and the brand's new TikTok channel. Consumers can follow the tutorials by the three dancers, try out the different choreographies, film themselves and post videos.

Using #FerragamoLetsDance, the best videos will be published on the brand's TikTok and Instagram accounts.

[@ferragamo](#) Learn how to get the moves! [##FerragamoLetsDance](#)  
original sound - Salvatore Ferragamo

Some famous friends of the brand will also be putting themselves to the test with the same choreographies in what will become a series of mini-films.

Last month, Ferragamo celebrated travel with a multimedia project, "Tuscan Wildflowers," which enlisted six visual creatives to celebrate the house's prints as well as the artists' unique travel experiences.

An ode to traveling, the project was a patchwork of different cultures, memories and landscapes that ultimately united Tuscany, the artists' countries of origin and the locations where the limited-edition Studio Bag is sold ([see story](#)).

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