

APPAREL AND ACCESSORIES

Salvatore Ferragamo introduces signature SF monogram

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The SF logo pays homage to Italian art culture. Image credit: Salvatore Ferragamo

By LUXURY DAILY NEWS SERVICE

Italian fashion label Salvatore Ferragamo is adding a new motif to its arsenal with a stylized SF monogram.

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The new SF monogram resembles bold brush strokes and pays tribute to both the brand and its eponymous founder. The monogram is a signature element of Ferragamo's new SF Logo men's line, debuting as part of the pre-fall 2021 collection.

SF Logo

With a contemporary design sensibility, the SF Logo line includes shoes and accessories such as belts, scarves and card holders adorned with the new monogram. Footwear includes drivers, moccasins and sneakers with a streetwear aesthetic.

In a nod to sustainability, a versatile black backpack is made with leather and Econyl, a regenerated nylon material.

There are two styles of reversible belts in several colorways, including one with the SF logo framed by another house motif, the Gancini.



The SF Logo sneaker with SF ornament. Image credit: Salvatore Ferragamo

Drawing a connection between the monogram and art culture, the SF Logo line was photographed for a new campaign at Milan's Memphis Post Design gallery.

Inspired by Italian architect and designer Ettore Sottsass's postmodern style, the collection was photographed against colorful patterned backdrops, furniture and decorative objects. To project a message of inclusivity and intimacy, the models' faces were obscured by various objects such as newspapers, flowers and vases.

Ferragamo has been celebrating creativity in recent efforts as it looks to revive its appeal.

The fashion house recently unveiled Let's Dance, a capsule collection of shoes that combines lightness and comfort, crafted in a range of designs and styles. Ferragamo introduced the collection with a short film and dance challenge for the brand's community on social media ([see story](#)).

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