

APPAREL AND ACCESSORIES

Salvatore Ferragamo gets into holiday spirit with cinematic campaign

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Holiday festivities and friendship are at the core of the brand's latest creative effort. Image courtesy of Salvatore Ferragamo

By NORA HOWE

Italian fashion house Salvatore Ferragamo is turning the clocks forward, jumping ahead to the wintry holiday season to celebrate the warmth of friendship and joy of being together.

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Through a collection of still imagery and short films, Ferragamo's "It's Movie O'Clock!" campaign shares the story of a group of friends who have reunited for dinner and a movie. Showcasing various items from the brand's holiday collection, the cast of actors, composers and musicians emote festivity and warmth.

Movie O'Clock

Directed by Barbara Anastacio, the first episode of the "It's Movie O'Clock!" campaign takes place in an imaginary Italian villa, where the group convenes for their holiday rendezvous.

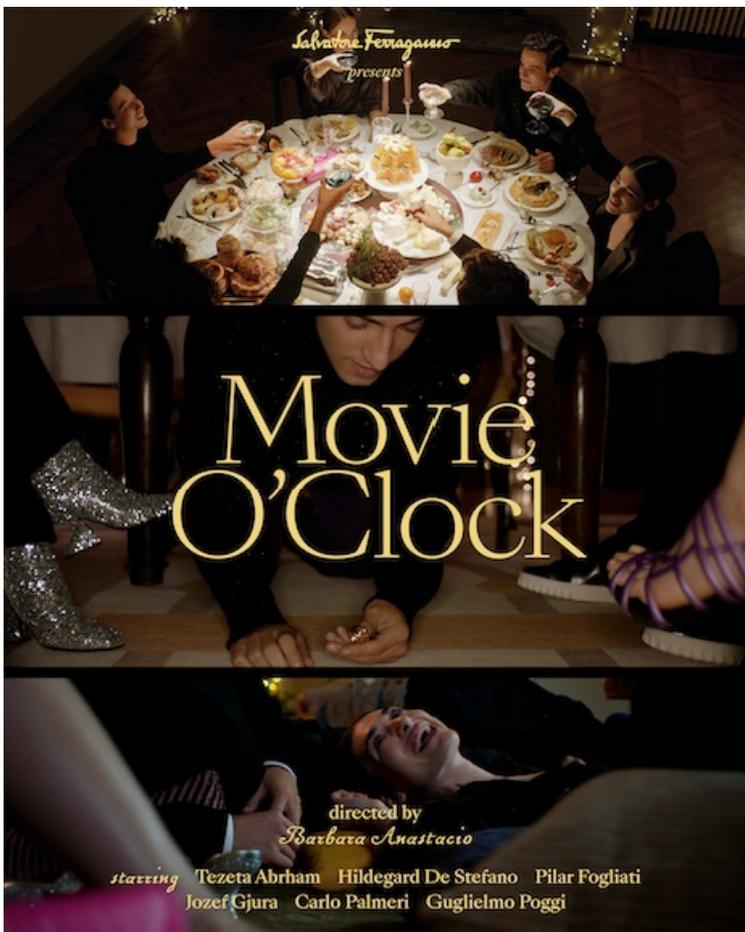
It begins as each guest receives a mysterious invitation that reads: "It's the little details that make up the big picture; Let's celebrate the holidays together tonight." It is signed, "Jelly."

This invitation will eventually link the three separate episodes of the campaign the first in Italy, the second in China and the third in Korea.

Guests begin arriving at the festively lit villa, and the audience watches as they walk up the brick stairs through a close-up shot of the array of Ferragamo shoes.

The campaign cast Pilar Fogliati, Tezeta Abraham, Hildegard De Stefano, Guglielmo Poggi, Josef Gjura and Carlo Palmeri sit joyously around a dinner table. They raise their glasses for a toast, converse, eat and laugh.

Ferragamo bags adorn the edge of the table, while fruit, cakes and candles serve as its centerpiece.



A "film poster" for the brand campaign. Image courtesy of Salvatore Ferragamo

At one point a ring falls to the floor and rolls under the table, and Mr. Palmeri goes under to retrieve it. There he sees the sparkly and colorful variety of shoes his friends have donned for the event.

The clock strikes midnight, and the group has transitioned from the dinner portion of the evening to the entertainment portion.

Lounging on the floor of a warm and festive room, the group focuses its attention on a film by Italian filmmaker Luca Guadagnino titled "Salvatore Ferragamo: Shoemaker of Dreams" which is projected on the wall and serves as a reference to the brand's heritage. The film was released last year.

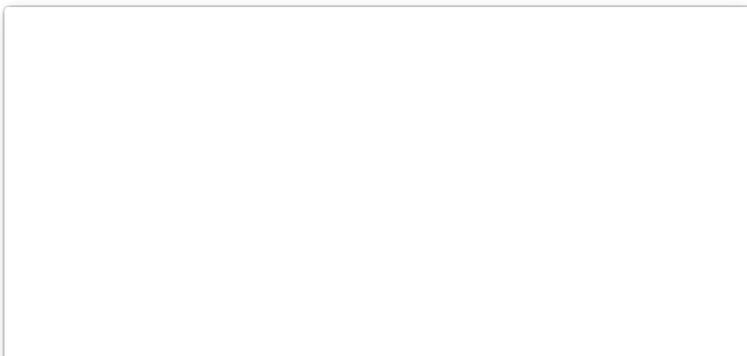
High-heeled shoes and bags are haphazardly placed around the floor, projecting a sense of comfort and leisure the guests are here to relax and enjoy each other's company.

Through the campaign, Ferragamo intends to offer its audience a glimpse into the joy of a shared moment and the power of friendship.

In this story, friendship is the main character and aims to embody Ferragamo's brand values. The brand invites viewers to join in taking a moment to appreciate the subtle details, as they form the big picture.

The second and third episodes will be released Oct. 30 and Nov. 15, respectively.

The holiday 2021 collection will be displayed in the windows of Ferragamo's flagship stores, in its virtual store and across digital channels.



[View this post on Instagram](#)

A post shared by Salvatore Ferragamo (@ferragamo)

For the women's holiday collection, the brand has combined tailored and minimalist apparel with loud accessories, such as glittery mules and boots and pink and metallic silver sandals. The collection also includes loafers, bags, sunglasses, watches, earrings and bangles.

The men's collection includes wool sweaters and separates, purses, wallets and card holders from the embossed line. Footwear includes an unlined loafer with a new Gancini buckle, as well as Tramezza lace-ups.

Preparing for the holidays

With the holidays quickly approaching, brands and retailers are beginning to prepare for an early holiday shopping rush.

Retailers' success during the upcoming holiday season will be primarily determined by their ability to hire and retain labor, according to a report by Ultimate Kronos Group (UKG).

The majority of retailers are struggling to retain store associates even as COVID-19 becomes less of a health concern, so they must continue actively working to assuage apprehension, as labor shortages left 68 percent of retail stores struggling to meet sales goals this summer and 88 percent concerned about burnout and fatigue entering peak-selling season ([see story](#)).

However, brands and retailers should also ensure their ecommerce sites and channels are equipped for the flurry of online traffic and orders they will likely receive.

Use of mobile devices for commerce drastically increased during the height of the pandemic as precautionary regulations restricted people from physical shopping, and as safety remains a top priority, the proclivity for online shopping is expected to continue.

In its "2021 Holiday Shopping Survey" report, AdColony found that consumers in the United States and Canada predominantly want to shop online, and even rely on mobile devices when shopping in-store ([see story](#)).

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