

APPAREL AND ACCESSORIES

Ferragamo appoints new creative director

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Ferragamo's spring/summer 2022 collection. Image credit: Salvatore Ferragamo

By LUXURY DAILY NEWS SERVICE

Italian fashion label Salvatore Ferragamo has named British designer Maximilian Davis as its new creative director.

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Effective March 16, Mr. Davis will succeed Paul Andrew, who departed the Italian brand in spring 2021 ([see story](#)). The young designer has established a dedicated following with the seductive designs of his eponymous label, Maximilian, which he launched in 2020.

"Marco Gobbetti, Chief Executive Officer, commented: "I am delighted to welcome Maximilian at the house of Ferragamo," said Marco Gobbetti, CEO at [Salvatore Ferragamo](#), in a statement.

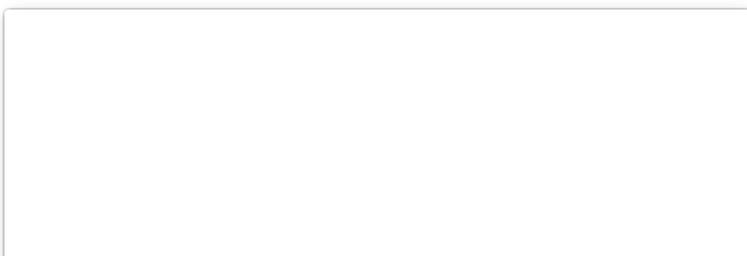
"The clarity of his vision together with the level of execution and his powerful aesthetic make him one of the most brilliant talents of his generation," he said. "His work is defined by elegance, refined sensuality and constant commitment to quality.

"Through his lens of contemporary sensibility, he will write a new, exciting chapter for this house built on a heritage of creativity, craftsmanship, sophistication and outstanding human values."

Rising star

Mr. Davis was born in Manchester and graduated from the London College of Fashion. His designs are informed by the elegance and colors of the West Indies, inspired by his Jamaican-born father and Trinidadian-born mother.

He began his career as a junior designer at British fashion label Grace Wales Bonner before founding his own label. Mr. Davis had been named a semi-finalist for LVMH's 2022 Prize for Young Fashion Designers for his womenswear and menswear collections ([see story](#)), but reportedly withdrew before the presentations earlier this month.



[View this post on Instagram](#)

A post shared by Salvatore Ferragamo (@ferragamo)

Maximilian Davis is the new creative director at Ferragamo

"I am deeply honored to be joining Ferragamo, and grateful for the opportunity to build on the rich and profound heritage of the house," Mr. Davis said in a statement. "Ferragamo represents a dedication to timeless elegance and sophistication that I find incredibly inspiring.

"I'm looking forward to articulating my vision, elevated by the codes of Italian craftsmanship, quality and innovation."

Mr. Davis joins Olivier Rousteing as one of the few Black designers to lead heritage luxury houses in Europe.

The hiring of Mr. Davis is the biggest move Mr. Gobbetti has made since joining the brand as CEO earlier this year. He had previously held the same role at British fashion label Burberry ([see story](#)).

Ferragamo reported earnings of 1.13 billion euros, or \$1.26 billion at current exchange rates, for the full 2021 year ([see story](#)).

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