

APPAREL AND ACCESSORIES

Salvatore Ferragamo renews an icon in sensual campaign

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The new campaign brings a different perspective to femininity. Image courtesy of Salvatore Ferragamo

By NORA HOWE

Italian leather goods brand Salvatore Ferragamo is revisiting its classic Top Handle handbag in a digital advertising campaign combining elegance with sensuality.

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The bag was first designed in the 1990s by the daughter of Salvatore Ferragamo, Fiamma, and has become an emblematic staple of the brand. Directed and produced by [April Studio](#), the colorful campaign consisting of still imagery and film showcases the classic accessory's details and versatility through a lens of femininity.

"The Salvatore Ferragamo brand has been due for a creative refresh for some time now and hopefully this new campaign under the leadership of Marco Gobetti and Maximilian Davis is a sign of what is to come," said Daymon Bruck, chief creative officer at [The O Group](#), New York.

"If this is a foreshadowing of what is coming from the new team, then I think it's a promising start," he said.

"Sometimes the best direction is not about tossing everything out and starting over, but looking at what has come before and leveraging that creative equity and spirit for a new generation."

Renewing an icon

Starring Isilda Moreira, Maria Khan, Achan Biong and Seohyun Kim, the campaign features the classic A-line shaped bag with a top handle and front flap with the Gancini clasp.

Over the years, the bag has featured a number of colors and textures, from leather and wood to wicker and sustainable cork.

"The campaign is object-focused, yet attractive in its own way," said Christopher Ramey, CEO of [Affluent Insights](#), Palm Beach. "It accomplishes the primary objective of classic luxury marketing: to create brand desire."



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A post shared by Salvatore Ferragamo (@ferragamo)

The campaign is accompanied by a short, stylistic film

Positioned against a subtle backdrop and muted ensembles worn by the four models, the bags boldly stand out in the short film and images.

The campaign highlights the brand's visual vocabulary of clean lines and sophisticated environments through a more intimate lens. The bag lays itself against the skin of its wearer as if to solidify a bond.

With its simplicity and versatility, Salvatore Ferragamo intends for the Top Handle handbag to suit contemporary lifestyles. Its strap, which can be removed and adjusted, allows for wearers to style the bag by hand or over the shoulder.

"What makes this feel different than early Ferragamo creative is the elevation and attention given to the design of the object itself," Mr. Bruck said. "This very intentional spotlight on an accessory sets the tone for a possible new future for the brand that pulls attention to its core heritage values of creativity, craftsmanship and sophistication."

As it is colorful and cheerful yet sophisticated and classic, the Top Handle bag aims to embody the expansive essence of femininity.



The beige Top Handle bag lays bare against a model, symbolizing its bond with women. Image courtesy of Salvatore Ferragamo

The collection comes in red, beige, camel, green and magnolia.

The new collection of styles ranges from \$2,500 to \$19,000.

Turning a new leaf

Ferragamo is undergoing major business and creative changes and is looking to transform in the coming years.

Starting with the appointment of former Burberry CEO Marco Gobbetti as Ferragamo's new chief executive and general manager in June last year ([see story](#)), the company hopes to double sales by 2027.

Ferragamo reported a 23.2 percent year-over-year increase in revenue for the quarter ending March 31, 2022, reaching 289 million euros, or \$305 million at the current exchange. With Mr. Gobbetti at the helm of its business, the group has developed a new strategy to increase revenue in the medium-long term through the engagement of younger consumers.

This will include placing products at the heart of the business, rejuvenating the brand, prioritizing digital capabilities and enhancing the customer experience ([see story](#)).

Additionally, after parting ways with former creative director Paul Andrew in May 2021, the company named British designer Maximilian Davis as its new artistic director.

His designs, often described as seductive, are informed by the elegance and colors of the West Indies, inspired by his Jamaican-born father and Trinidadian-born mother.

Mr. Davis 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, but reportedly withdrew before the presentations earlier this month ([see story](#)).

With new leadership, the brand seems to be looking forward to the years ahead.

"Brand evolution is necessary to remain fresh," Mr. Ramey said. "Marco and Maximilian will lead with a deep understanding of the narrative and a new vision for a profitable and successful future."