

APPAREL AND ACCESSORIES

Salvatore Ferragamo celebrates travel with capsule collection

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Ferragamo has launched a new summerseries celebrating travel. Image courtesy of Salvatore Ferragamo

By LUXURY DAILY NEWS SERVICE

Italian leather goods company **Salvatore Ferragamo** has unveiled a new collection of footwear, "Ferragamo Nomadic Stories," celebrating contemporary travel.

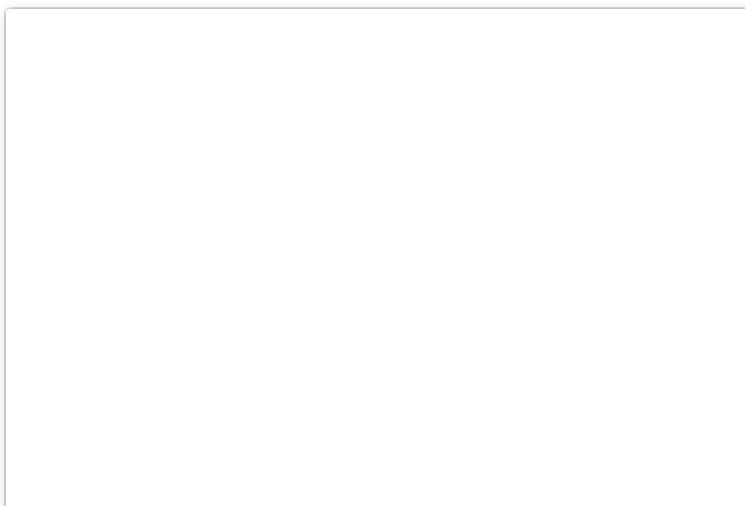
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Inspired by the desire for freedom and exploration, the collection is designed for those on the move, representing the confluence of comfort and craftsmanship. The collection comes to life in a series of images and a short video that recount the summertime travels of a group of friends.

Nomadic stories

At the core of the "Nomadic Series" rests Ferragamo's values for quality and innovation, materialized in a collection of sandals, moccasins, slip-ons and ballerina flats.

The moccasin comes in soft Nappa leather with a Gancini buckle and foldable heel. The slip-ons were inspired by outdoor sports and the ballerina style in soft Nappa leather with a Vara bow.



[View this post on Instagram](#)

A post shared by Salvatore Ferragamo (@ferragamo)

Friends enjoy a summer vacation in Ferragamo pieces

The flat sandal in suede features grosgrain trim, Gancini buckles, lining in velvet with crocodile print and features San Crispino workmanship characterized by the upper part being folded internally and hand-stitched directly on the insole.

The open sandals in stretch mesh fabric have crystal inserts, with a velvet insole featuring crocodile print in the same colors and an elastic grosgrain edge.

From the setting to the music, the campaign film exudes luxury, serenity and summer.

In May, the Italian fashion house 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 Marco Gobbetti and Maximilian Davis now at the helm of Ferragamo's business and creative direction, respectively, 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](#)).

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