

APPAREL AND ACCESSORIES

Ferragamo debuts new brand identity

September 21, 2022



A custom Pantone red shade frames the new logo, which surfaces an artistic reverence deeply embedded in the brand's history. Image credit: Ferragamo

By LUXURY DAILY NEWS SERVICE

Italian leather goods company **Salvatore Ferragamo** is joining the ranks of luxury entities opting to modernize with mononymic tags, by chopping its own.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Revised logo in hand, the ready-to-wear and accessories authority has announced the rollout of a novel moniker. Now "FERRAGAMO," the overarching rebrand also comes with a custom Pantone red shade reveal.

Luxury legacy

A state-of-the-art motif marks a major moment for Ferragamo, in addition to the fresh coat of red Pantone 3546C that now backs its contemporary emblem.

English art director and graphic designer Peter Saville played an integral position in the evolution, kickstarting the brand's pivot by crafting its iconographic update, which derives from the classic stone inscriptions that moved Renaissance artists.



Previous iterations of the family-owned brand's script-style logo paid homage to Italian art culture. Image credit: Ferragamo

The rebrand brings artistic references deeply embedded in the brand's history to surface.

An art lover himself, Salvatore Ferragamo was fascinated by 20th-century avant-garde movements. In the last decade alone, the family-owned brand has supported classical art exhibitions, and has tapped artists that employ Renaissance-associated mechanisms like Grottesca for design collaborations.

The definitive, strategically-timed brand evolution comes just days before its newly-appointed creative director, British designer Maximilian Davis ([see story](#)), shows a highly-anticipated collection during Milan Fashion Week, his first for the house.

Ferragamo's favorable H1 earnings reports ([see story](#)) prove that, similar to its recent revivals of classic archived product ([see story](#)), a branding plan that prioritizes heritage may be just what the brand needs to reach new heights ([see story](#)).

© 2023 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.