

APPAREL AND ACCESSORIES

# Ferragamo platforms brand history in digital archive project

January 10, 2024



*The activation traces the maison's founder's footsteps through a historic Italian city. Image credit: Ferragamo*

By ZACH JAMES

Italian fashion house Ferragamo is chronicling its founder's journey through the capital of Tuscany with a new audio activation.

Before Salvatore Ferragamo founded his luxury label, he walked the streets of Florence, looking for inspiration while honing his artisanal skills. Now, nearly a century later, the maison is looking back on this period, releasing a guided walking tour of the area, taking listeners through the city's landmarks while connecting the brand's past to its present.

## Memory lane

Launched on Jan. 9, "The Walking Story" is separated into six chapters, each centered on a different location with historic significance.

Opening at the Palazzo Spini Feroni, a gothic palace in central Florence, the tour highlights the medieval architecture a code the house has adopted with its releases throughout its existence while telling the story of how Mr. Ferragamo introduced wedge shoes to a group of locals; each section tells a separate story of the founder's influence on the city and its inhabitants.

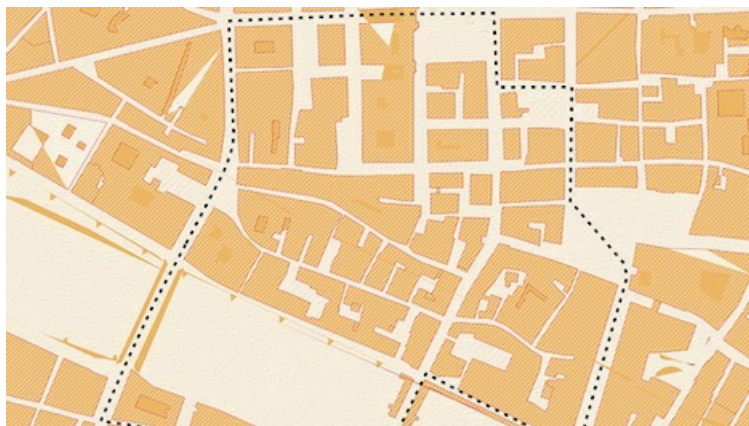


*The Fountain of Neptune is nestled within Piazza della Signoria, the first public source of drinking water in Florence's history. Image credit: Ferragamo*

From there, the walking tour guides visitors to Colonna dell'Abbondanza, a monument said to be in the direct center of the municipality. Artists are said to have gathered near the structure and its surrounding piazza, spreading ideas to fellow artisans and passersby while showcasing their work. Mr. Ferragamo was no different from his colleagues in this regard.

Next traveling to the Fountain of Neptune, the narrator highlights the brand's contribution to preserving the landmark, having financed its restoration in 2019. The audio transports listeners back in time to the nearby bustling cafes in the 1950s, as echoes of crowds and waitresses fill the soundscape.

In chapter four, tourists arrive at the Corridoio Vasariano, an iconic passageway between two Palazzos on the banks of the Arno River, which runs through all of central Italy. In this vignette, local fishermen disclose how meaningful Mr. Ferragamo's innovations are to their everyday activities.



*Following the house's trail takes listeners around the center of the storied city. Image credit: Ferragamo*

On the Ponte Vecchio bridge, overlooking the Arno, the maison odes to the shops lining either side of the river, their windows glistening with the reflections and refractions of the waters below. The house states that these small businesses and their "unexpected riches" inspired two pairs of shoes in the company's history, one set in 1955 created by the founder, and the other a reinterpretation of the first made as a part of the fall/winter 2023 collection, the "golden sandal" of 18 karat gold.

The tour ends in a fitting place, the Piazzetta Salvatore e Wanda Ferragamo at the base of Ponte Vecchio, a gathering space dedicated to the late Mr. Ferragamo and his wife and head designer for the house Wanda Ferragamo by the city of Florence in 2019. When Mr. Ferragamo passed away in 1960, his wife took the reins, leading the company until her death in 2018.

The guided tour is available for a limited time, as the footsteps will disappear come Jan. 12.

### **Honoring legacy**

While "The Walking Story" is a celebration of what has come before, other activations from the brand have shared similar names and themes.

Over a decade ago in 2013, Ferragamo released "Walking Stories," a short film by Academy Award-nominated director Luca Guadagnino which focuses on three central cities of particular importance to the maison, Florence, Shanghai and Los Angeles. The latter locale was also at the center of a recent exhibition, honoring 100 years since the brand's founder's time in Hollywood ([see story](#)).

[View this post on Instagram](#)

A post shared by FERRAGAMO (@ferragamo)

Themes of movement and walking are at the core of many Ferragamo releases, including the above video and another similarly named campaign, “Nomadic Stories,” which dropped in 2022 ([see story](#)).

Telling the story of a maison through a localized activation is nothing new, as Italian fashion brand Prada ([see story](#)) and Champagne brand Perrier-Jout ([see story](#)) have presented exhibits in central markets in recent months. Ferragamo’s “The Walking Story” is in a different category all on its own, however.

The house’s personal, heartfelt ties to Florence, alongside the city’s reciprocated appreciation of the brand’s presence, is a perk few others in the luxury space boast.

---

© 2024 Reliance Relocation Services, Inc. All rights reserved.

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