

AUTOMOTIVE

Ferrari contrasts industry, fashion in fall/winter campaign

September 22, 2025



The luxury staple is merging two portions of its brand identity together with its latest marketing and product drop. Image credit: Ferrari/Robin Galiegue

By ZACH JAMES

Italian automaker Ferrari is uplifting its latest lifestyle offerings through a conceptual advertising initiative.

The Ferrari Style fashion division has revealed its fall/winter 2025 campaign, combining its automotive expertise with prestige ready-to-wear codes. With the initiative, the label brings its new seasonal collection to the assembly line, treating the automotive icon's production facility as a runway for the fresh threads.

"When I conceived this campaign, I wondered how to combine the message I had entrusted to the collection focused on the exaltation of materials, the complexity of constructions, and the definition of volumes with the primary source of fascination for Ferrari lovers: Maranello, our home, where everything is born, takes shape and form," said Rocco Iannone, lifestyle creative director at Ferrari, in a statement.

"The careful balancing of the high-tech precision represented by the futuristic Ferrari E-Building with the tactile sensuality of the collection's materials and constructions gave rise to the Ferrari Officina' concept."

Assembly line looks

Shot by French photographer Robin Galiegue, a veteran of luxury fashion, the campaign sees the automaker introduce the idea of the Ferrari Officina.

This conceptual locale, situated inside the company's manufacturing facility in Maranello, Italy, explores the precision craftsmanship that is exemplified across the brand's lifestyle and automotive offerings. The brand further delves into this abstraction in a short film directed by Milanese filmmaker Lorenzo Gironi.

Ferrari presents fall/winter 2025 campaign

In the advertisement, as well as in Mr. Galiegue's corresponding stills, a multinational cast of models utilizes the manufacturing plant's assembly line as a runway, as unfinished, mid-production vehicles and machinery appear in the background, alongside technicians going about their daily routines.

"I asked Lorenzo Gironi to shoot the video for this campaign because his stylistic lens modern and clean, capable of forgoing excess without sacrificing emotion was the perfect tool to capture that place where creativity, craftsmanship, art and science

achieve perfect synthesis: the Officina,” Mr. Iannone said, in a statement.

“Thus, the futuristic Ferrari E-Building, with its white, essential, and technological architecture, sculpted by powerful light, was transformed for a day into a fashion runway,” he said. “This place, where beauty is built, enveloped and welcomed the FW25 collection, interpreted by Jeanne, Fernando, Annemarie, Yelibe, Meng, Badhiel and Elisabetta.

“A special thank you to all the Ferrari staff, who patiently hosted us in their most private and inaccessible workplace, where masterpieces are created every day to inspire the dreams of many; they are our greatest asset, and I am delighted they were part of this story of beauty and tailoring.”



A high-octane electronic beat plays in the background as the models pose throughout the facility. Image credit: Ferrari

Ferrari’s fall/winter 2025 assemblage spans men’s and women’s ready-to-wear, handbags, footwear, eyewear and various other accessories. The collection is now available on the Ferrari Style [website](#) and in-store.

Lifestyle twists

The Italian luxury staple has been active in the fashion space since the release of its spring 2022 selection.

Other high-end automakers are beginning to take note, with lifestyle offerings, spanning apparel, homeware and technology products becoming more commonplace and prevalent over time. This month, four brands have expanded their respective off-road portfolios.

Objects of movement, self-expression, intent.

In the [#FerrariFW25](#) ADV campaign, accessories carry innovation.

Creative Director: Rocco Iannone

Photographer: Robin Galiegue

Starring: Jeanne Cadieu [#Ferrari](#) [#FerrariStyle](#) [#FerrariOfficina](#) pic.twitter.com/XiyqQoAZTv

Ferrari Style (@ferraristore) [September 17, 2025](#)

Athletic apparel company Adidas announced separate collaborations with Mercedes-AMG, the high-performance subsidiary of automaker Mercedes-Benz ([see story](#)), and German automaker Audi ([see story](#)). Meanwhile, Toyota Corp.’s Lexus expanded its sports stylings by partnering with lifestyle label Malbon to launch a collection of themed accessories ([see story](#)).

Italian automaker Maserati took a different approach, focusing on fragrance through various pieces created in tandem with LVMH-owned perfumer Acqua di Parma ([see story](#)).

Through these external projects, these companies likely seek to enhance their desirability among core and aspirational consumers during a period when the luxury space is falling out of favor around the world due to a near-universal tightening of pocketbooks. Product diversification is seen by industry experts as a way to extend brand reach ([see story](#)).

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