

INTERNET

Ferragamo uses family-focused female campaign to launch new handbag

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Ferragamo Fiamma campaign image with Helena Bordon

By SARAH JONES

Italian leather goods brand Salvatore Ferragamo is highlighting its family ties with a female-focused campaign around its new Fiamma bag.

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Ferragamo's campaign, which launched May 7, includes video interviews with international mothers and daughters talking about their inherited legacies and "their role in the unfolding creation of the beauty and craft of life." By highlighting how other families keep their heritage alive, Ferragamo will be able to also showcase its own legacy.

"It may be no coincidence that Ferragamo chose to highlight these beautiful family films with Mother's Day right around the corner," said Kelly Cooper, senior marketing manager for [ShopIgniter](#), Portland, OR. "They clearly illuminate the special relationship these women have with their moms, and vice versa.

"I also love the 'origin of style' tidbits that are layered in," she said. "There's something compelling about how people develop their sense of style and creativity.

"The fact that the figures they highlight are part of the larger Ferragamo family adds nice depth to the story line."

Ms. Cooper is not affiliated with Ferragamo but agreed to comment as an industry expert.

Ferragamo was unable to comment directly before press deadline.

Family ties

Ferragamo creative director Massimiliano Giornetti named the Fiamma after the eponymous founder's late daughter Fiamma, who was the house's leather accessories and shoe designer for 40 years. Fiamma Ferragamo came up with the iconic Vara shoe.

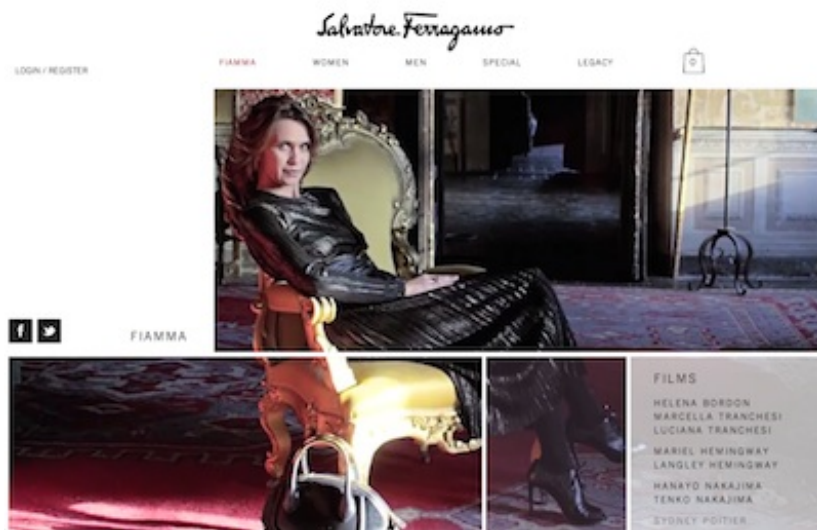


Ferragamo Fiamma bag

The Fiamma, which includes signature design details from Ferragamo, such as exotic materials, silk print linings from the 1970s and novelty hardware, made its debut at the label's fall/winter 2014 runway show.

For this campaign, Ferragamo shot pairs and trios of female members of notable families in intimate settings. Three videos were available at campaign launch exclusively on Ferragamo's Web site, and the other four will debut either May 9 or 12.

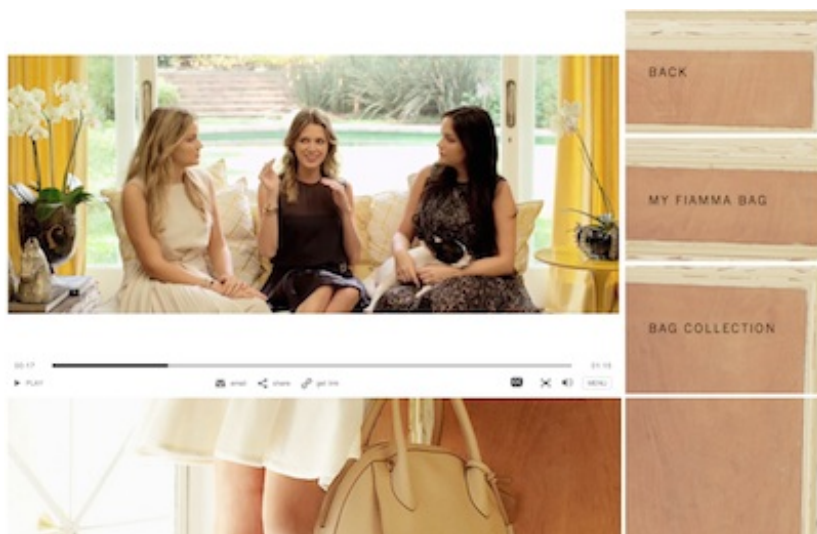
Ferragamo created a dedicated hub of its Web site for its Fiamma campaign. On this page, consumers can view the films, bag collection, event photos and a social feed.



Screen shot of Ferragamo's Web site

Each family has its own dedicated page with editorial images, a short bio, a video and information on the bag featured in the video.

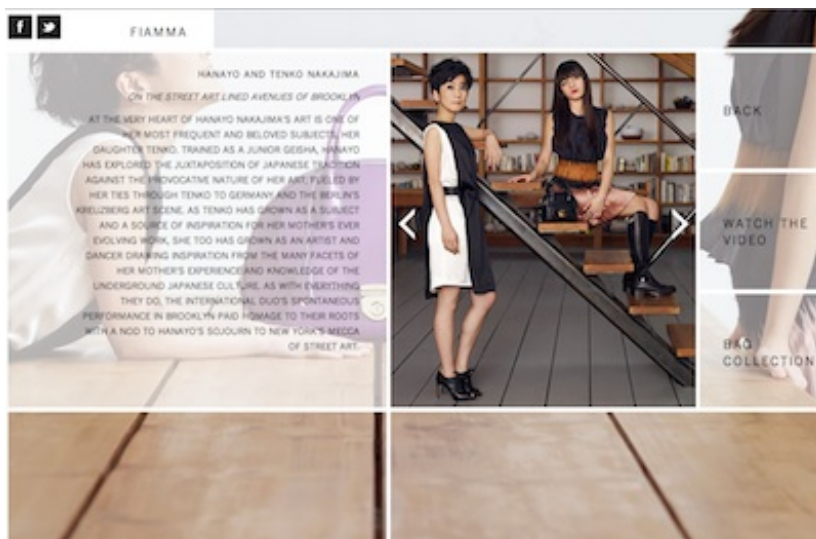
In their video, Helena Bordon, Marcella Tranchesi and Luciana Tranchesi, members of a family that owns a luxury fashion store in Brazil, talk about how their style came from their mothers. In between shots of the trio sitting on a couch, the video sets the scene of Sao Paulo and shows shots of a Fiamma bag.



Screenshot of Ferragamo's Web site

Also profiled are Mariel and Langley Hemingway, who talk about the heritage of creativity in their family.

The spot also profiled Hanayo and Tenko Nakajima, Sydney and Anika Poitier, Patricia and Melusine Ruspoli, Jacqueline Beaurang and Stella and Lola Schnabel and Flora Zeta Cheong-Leen and Claudine Ying.



Screenshot of Ferragamo's Web site

To launch its campaign, Ferragamo hosted a private dinner in New York on May 6 with a number of Ferragamo family members, cast members of the Fiamma campaign and celebrities. To include a wider audience in the event, Ferragamo dedicated a section of its Fiamma page to event photos and a video of arrivals.

Within the same Fiamma section of Ferragamo's Web site, consumers can view the collection of bags by category, including Swarovski, exotic precious and fur. A video of a Fiamma bag being made can also be viewed.

Keeping the inspiration behind the collection close, Ferragamo also included a feature on Fiamma Ferragamo, with a brief biography and photo slideshow.



Screenshot of Ferragamo's Web site

A social feed lets consumers follow the conversation surrounding Ferragamo's handbag and campaign. The label encourages consumers to post using the hashtag #theFiamma.

"The producers did a great job highlighting content that described both the relationship of the family members to one another and to the characteristics of the bags themselves," Ms. Cooper said. "For example, in the first film with Helena Bordon, Marcella and Luciana Tranchesi, they describe their mothers as, 'casual, but we know when we want to step it up a notch,' 'visionary' and 'casual, with chic.'"

Long legacy

Ferragamo has previously created campaigns that focus on its founder.

Italian footwear and accessories label Salvatore Ferragamo is telling the story of the brand's eponymous founder through a fantastical short film showing the designer as a child.

"A Ferragamo Fairy Tale: White Shoe" is based on the first shoe that late Mr. Ferragamo created, a white shoe for his sister to wear for her first communion, which he constructed by candlelight. With this 24-minute film, Ferragamo is able to weave a more intricate story and tell its fans a dramatic version of the label's early history ([see story](#)).

Ferragamo has also highlighted a single style through a digital campaign.

The Italian footwear and apparel maker feted the 35th anniversary of the label's iconic Vara shoes with its first custom offering and a digital photography campaign.

Ferragamo's L'Icona digital project featured 21 modern women who each wore a custom pair of Vara or Varina shoes in pictures taken by fine art photographer Claiborne Swanson Frank. The campaign marked the first time that the two shoe styles were available for custom order ([see story](#)).

"The campaign shows a more personal side to the brand," Ms. Cooper said. "This is especially true for the 'Love Letter to Fiamma' video in which we see the same format being used to share about Fiamma Ferragamo.

"It is truly moving and gives you a deep sense of the family commitment to craftsmanship, quality, and to continuing Fiamma's innate sense of style and chic," she said.

"Being invited 'into the family' like this has a really powerful impact for brands, and I think this will especially be true for Ferragamo as we head into Mother's Day weekend."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

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