

# FERRAGAMO

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# Founder of Brand

Born in 1898 in Bonito, a small village in southern Italy, Salvatore Ferragamo was the eleventh of fourteen childern in a farmer's family. From the age of nine, when he made his first pair of shoes for his sister's First communion because his family could not afford them, he knew exactly what he was born to do.

He was not just a craftsman. He was an innovator. Unsatisfied with making shoes that looked beautiful but caused pain, he studied anatomy at the University of Southern California to understand the human foot. He discovered that body weight falls on the arch and invented the steel shank to support it, believing that the shoes fit the foot and not the other way around.

That vision made him the Shoemaker to the Stars, the man behind the feet of Marilyn Monroe, Audrey Hepburn, Greta Garbo and Sophie Loren. He crafted the world's most expensive shoe, an 18 carat gold sandal. He held over 350 patents and created more than 20,000 designs in his lifetime.

A farmer's son from a village with nothing, went on to dress the feet of the most iconic women in the world, and built a luxury empire that redefined what a shoe could be



**Salvatore Ferragamo**



# Key Events

## 1911

### First Shop

At 13 years old after apprenticing under a shoemaker in Naples, Salvatore returned to Bonito and opened his first shoe shop from his home. He was already running his business before leaving Italy

## 1914

### Emigrated to America

At 16 Salvatore emigrated to America and worked at the shoe factory in Boston. Seeing the limits of the machine made shoes, he moved to Santa Brabara to handcraft shoes

## 1915

### Moved to California

Salvatore moved to Santa Barbara and opened his first shoe workshop. Through his brother Alfonso who worked at the American Film Manufacturing Company, he was introduced to the studio's wardrobe director. Impressed by his cowboy boots, the studio began placing orders, and his reputation started to grow

## 1923

### Shoemaker to the Stars

As the film studios relocated to Holloywood, Salvatore followed and opened the Hollywood Boot Shop. Cecil B. Demile commissioned him for The Ten Commandments, the film that made him famous. Hollywood's biggest actresses began seeking him for custom shoes and he was then called as Shoe maker to stars by the press

## 1927

### Return to Italy

Determined to build his own brand, Salvatore left Hollywood at the height of his success and returned to Italy, settling in Florence where artisanal tradition met his scientific and innovative approach to create shoes that were comfortable as they were beautiful



# Key Events

**1933**

**Bankruptcy & Resilience**

Heavily reliant on exporting to the American market, the 1929 stock market crash left Salvatore with no safety net, forcing him to file for bankruptcy in 1933.

**1936**

**Palazzo Spini Feroni**

Undeterred, with his sisters help Salvatore rented rooms in the historic Palazzo Spini Feroni and restarted his business, this time focusing on building tin the Italian market first. This place has remained the company's headquarters ever since

**1938**

**The Wedge Heel**

With material scarcity due to Mussolini's wartime restrictions, Salvatore's creativity soared under pressure. He invented the cork wedge heel, one of the most influential shoe designs in history, born entirely from constraint.

**1947**

**The invisible sandal & Neiman Marcus award**

Salvatore created the invisible sandal, made from the transparent nylon fishing line. That summer he received the prestigious Neiman Marcus award in Dallas, the first non-American designer to ever receive it

**1960**

**A legacy left behind**

Salvatore passed away in August 1960 leaving behind 350 patents, more than 20,000 designs and a luxury house his family would carry forward

# KAPFERER'S BRAND IDENTITY PRISM

## PHYSIQUE

- SCULPTURAL ITALIAN CRAFTSMANSHIP
- VARA BOW PUMPS & GANCINI LOAFERS
- WEDGE SANDALS PIONEERED BY SALVATORE FERRAGAMO
- ELEGANT LEATHER GOODS & HUG BAG
- ELEGANT, MINIMAL, SILHOUETTES

## PERSONALITY

- CINEMATIC AND INTELLECTUALLY ARTISTIC
- QUIETLY EXPERIMENTAL RATHER THAN TREND-DRIVEN
- SOPHISTICATED, REFINED, AND EXPRESSIVE
- CREATIVITY THROUGH CRAFTSMANSHIP AND FORM

## RELATIONSHIP

- EMOTIONAL LUXURY EXPERIENCE
- HERITAGE STORYTELLING
- TIMELESS SOPHISTICATION
- CRAFTSMANSHIP-FOCUSED CONNECTION

FERRAGAMO

## CULTURE

- ROOTED IN ITALIAN HERITAGE AND CRAFTSMANSHIP, FERRAGAMO VALUES ARTISTRY, INNOVATION, AND TIMELESS DESIGN. THE BRAND IS ALSO CONNECTED TO CLASSIC HOLLYWOOD GLAMOUR AND LUXURY FASHION HISTORY.

## REFLECTION

- FERRAGAMO REFLECTS SOPHISTICATED, SUCCESSFUL, AND FASHION-CONSCIOUS CONSUMERS WHO APPRECIATE QUIET LUXURY, CRAFTSMANSHIP, AND EFFORTLESS STYLE.

## SELF IMAGE

- WEARING FERRAGAMO MAKES CONSUMER FEEL POLISHED, ACCOMPLISHED, AND EFFORTLESSLY ELEVATED
- MAY SEE THEMSELVES AS DISCERNING, TASTEFUL AND SOPHISTICATED
- SYMBOL OF QUIET LUXURY & INENIONAL STYLE FOR YOUNG GEN Z
- MAKES CONSUMER FEEL UNDERSTSTAED YET IMPORTANT

# Post 1960- Women who lead the brand



## Wanda Ferragamo

When Salvatore passed in 1960, Wanda stepped in as the CEO, a housewife who had never professionally worked before. With no formal training she led the company for 40 years alongside her children, expanding Ferragamo beyond shoes into leather goods, slik scarves, ready-to-wear and fragrance. Transforming it from a shoe workshop into a global luxury fashion house.



## Fiamma Ferragamo

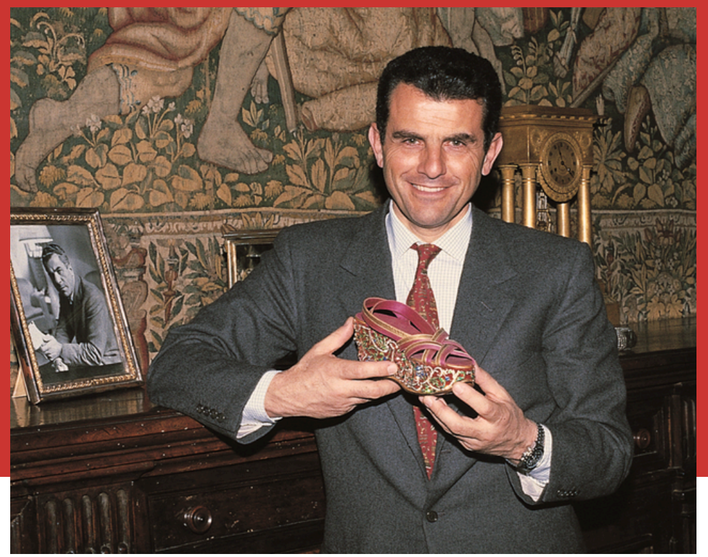
Having learned shoemaking directly from her father in his final days, Fiamma became the brand's creative force after his passing. She led shoe design for nearly four decades, creating the iconic Vara Shoe in 1978 and the Gancini clasp, two signatures that defined Ferragamo's identity for generations. When Fiamma passed away from breast cancer in 1998, the brand lost its last direct creative link to Salvatore's vision.

# Ferragamo Siblings Who built the brand



## Giovanna Ferragamo

Joined alongside Fiamma in the early 1960s, she shaped the brand's creative and merchandising direction, leading women's ready-to-wear and expanding Ferragamo beyond footwear into fashion.



## Ferruccio Ferragamo

Joined in 1963, worked across every division and eventually became President in 2006. He oversaw the brand's IPO on the Milan Stock Exchange in 2011, one of the most significant milestones in Ferragamo's history



## Fulvia Ferragamo

Joined in 1971 and build the silk accessories division from the ground up. Scarves, ties and prints that became a defining pillar for the Ferragamo identity. She passed away in 2018

# Ferragamo Siblings Who built the brand



## Leonardo Ferragamo

Joined in the 1970s and launched the menswear division and pioneered the brand's expansion into Asia, opening the first store in Hong Kong in 1986, Japan in 1991, China in 1994, and South Korea in 1995. establishing Asia as one of the brand's most significant markets globally.



## Massimo Ferragamo

Joined the business and tookover the American market, serving as the President of Ferragamo USA division from 1985 and Chairman from 2000. Under his leadership the US division grew from a single store on Park Avenue to 48 stores across the country, making America the brand's largest market

# Ferragamo Today




After Salvatore's passing, the family transformed a shoe workshop into a global luxury house, expanding into leather goods, silk accessories, ready-to-wear, fragrance, and eyewear, and opened stores across America, Asia, and Europe.

The family continued to grow the brand globally across new product categories and markets. By 2016 Ferragamo had reached its financial peak:

- €1.44 billion in revenue
- €198.4 million in net profit
- 410 stores worldwide
- 4,277 employees

Despite building a significant global presence, the brand has been in consistent decline since 2016:

- 2024 revenue fell to €1.03 billion with a net loss of €68.1 million
- 2025 revenue declined further to €976.5 million, down by 5.7%
- Q1 2026 revenue down by a further 5.5%, the decline continues
- Stores reduced to 367 and employees to 3585

Today, Ferragamo remains a globally recognised luxury house, but one that has lost its cultural relevance, its profitability and its creative momentum. The brand currently has no permanent CEO and continues its search for stable leadership and direction.

# Why did we Chose Ferragamo




Ferragamo carries nearly 100 years of extraordinary heritage, rooted in Italian craftsmanship, scientific innovation and Hollywood glamour. The archive, the iconic designs and the legacy Salvatore built remain intact and unmatched in the luxury footwear world.

Yet the brand is struggling to maintain relevance in a rapidly evolving luxury landscape. The generation set to account for 25% of the global luxury spending by 2030 has virtually no connection to Ferragamo, a brand whose story is powerful enough to captivate them.

That disconnect between an extraordinary heritage and a generation yet to discover the brand is precisely why we chose Ferragamo

# DownFall of the brand



Fiamma Ferragamo had been the creative backbone of the brand for nearly four decades, carrying her father's vision forward and growing the brand into a global luxury powerhouse. When she passed away from breast cancer in 1998, the brand lost its direct creative link to Salvatore's vision.



For 13 years after Fiamma's death the family attempted to maintain the creative direction internally, but without a singular creative voice, the brand began losing its identity.



# DownFall of the brand

When external leadership finally arrived, it changed too frequently for any strategy to take root.

## Creative Directors



2011-2016

Massimiliano Giornetti



2016-2021

Paul Andrew



2022-Present

Maximilian Davis

## CEOs



2006-2016

Michele Norsa



2017-2018

Eraldo Poletto



2018-2021

Micaela Le Divelec



2022-2025

Marco Gobbetti

Currently there is no CEO after Marco Gobbetti left. No creative director lasted long enough to build a vision. No CEO lasted long enough to execute a strategy.

# DownFall of the brand



Ferragamo held fiercely to its independence to protect the identity Salvatore had built. But in doing so, the family's tight control made it difficult to fully empower external leadership, every CEO and creative director that came in faced resistance and left before their vision could take shape.

The very independence meant to preserve Ferragamo's identity ultimately contributed to losing it.

A creative void after Fiamma's passing, a revolving door of leadership and an inability to commit to a long-term vision, together these quietly dismantled one of Italy's greatest houses from the inside, leading to its downfall.





# Revival Strategy

# Where The Brand Stands

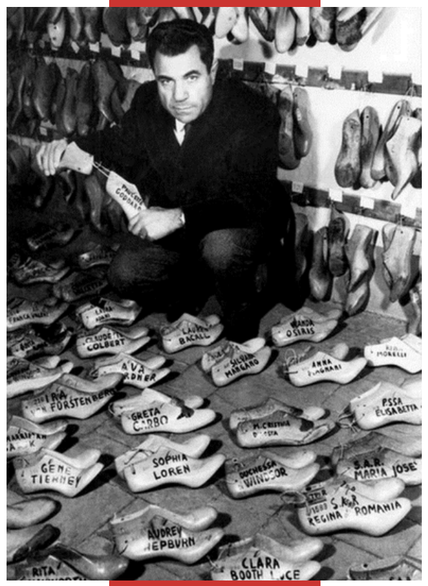


Since Maximillian Davis was appointed creative director in 2022, Ferragamo has begun finding its footing with the younger audience. His collections introduced a bold new visual language, the signature Ferragamo red, modern silhouettes and archive-inspired designs. The Hug bag, introduced in Fall 2023, became the brand's most significant cultural moments in yeras, gaining significant traction on social media and earning widespread coverage across fashion media.

The bag brought attention to the brand and now GenZ started noticing Ferragamo.

But one product is not enough to sustain visibility and cultural relevance. The brand's new creative direction has not yet broken through to GenZ in a consistent and meaningful way, they saw the bag but the full story of what Ferragamo is and stands for has not reached them yet

# The Revival Vision











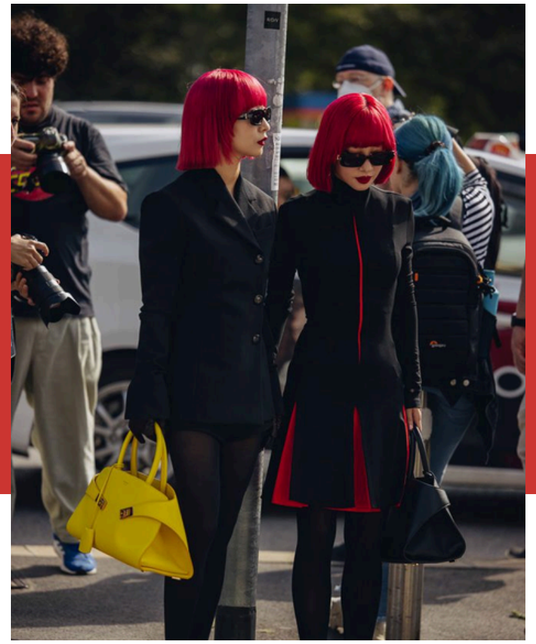

The reinvention of Ferragamo starts from what already exists, the craft, the Hollywood legacy, the archive and the founding obsession with making shoes that fit beautifully and are comfortable. Salvatore was also a radical innovator, constantly pushing boundaries through inventive materials and unexpected design solutions. Yet none of this heritage has been told to the generation that values authenticity, craft and cultural meaning above everything else.

The vision is to build on the momentum the Hug bag has created, amplify what Maximilian Davis started and make the brand significantly more visible, taking it beyond the runway and into the cultural spaces where GenZ lives.

The reinvention preserves Ferragamo's elegance, Italian craft while bringing back the boldness, innovation and artistic spirit that made Salvatore's work extraordinary. Central to this is reactivating art as a living part of the brand's identity, a spirit that defined Salvatore's vision and has been absent ever since.

Our goal is to transform Ferragamo from a brand GenZ briefly noticed into one they genuinely know, talk about and return to.

# Revival Plan



## Building on the Hug Bag momentum

using it as an entry point to tell the wider brand story, activating Ferragamo's Hollywood heritage and 20,000 design archive as a living cultural conversation GenZ discovers and engages with



## Reactivating art as a core part of brand's identity

Salvatore drew inspiration from colorist artists like sonia Delaunay and Kenneth Noland, their bold colors and geometric patterns were embedded in his shoe designs. That colorful artistic spirit has been lost. We bring it back through contemporary artist collaborations and archive-inspired projects that make the brand culturally alive and relevant again



## Making the brand more fun and approachable

Introducing playfulness, boldness and surprise into the campaigns and products without losing the elegance and luxury positioning that defines Ferragamo




## Creating cultural moments and strategic partnerships

Experiences, storytelling and brand activations that break out of the fashion bubble, supported by carefully chosen cultural figures who speak to GenZ authentically



# Potential customer

# Potential Costumer



## Demographics

**Age**:
- Primarily 18-35
- Genz and younger millenials

**Gender**:
- Men & Women
- Fashion forward consumers interested in modern luxury and self expression

**Income Level**:
Middle to upper middle income consumers

**Profession:**
- Young professionals, creatives, entrepreneurs

**Location**:
- Urban and fashion focus cities. ex. NY, LA, LND, MIL

## Pyschographics

**Lifestyle**:
- Values individuality, creativity, and self-expression
- Interested in quiet luxury and understated fashion rather than flashy logos
- Digitally connected and influenced by TikTok, Instagram, fashion culture, music, and art
- Seeks authenticity, cultural relevance, and immersive brand experiences
- Appreciates craftsmanship, exclusivity, and timeless design with modernity
- Interested in sustainability, limited edition products, collaborations, and experiential retail

**Shopping Behavior:**
- Shops both online and in store
- Influenced by influencers, stylists, celebrities, and social media trends
- Mixes luxury fashion with vintage, streetwear, and contemporary brands
- Invests in statement accessories, handbags, sneakers, and elevated basics

**Values**:
- Authenticity
- Sustainability & ethical production
- Craftsmanship
- Quiet luxury
- Creativity & self expression
- Experience over materialism

# Consumer Persona



## Ethyn Yeoh

### Demographics

- 26 years old
- Based in Seoul / travels frequently for fashion and creative work
- Works in creative direction
- Middle to upper income lifestyle
- Highly engaged with fashion, art, and digital culture

**Motivation to Buy**

- Wants refined, elevated pieces that signal success without being loud
- Seeks brands with strong heritage and relevance
- Interested in versatile luxury that fits multiple environments such as work, travel, social

**Why Ferragamo Appeals to Him**

- Strong heritage in craftsmanship and footwear
- Minimal yet sophisticated design language
- High quality leather goods and timeless silhouettes

### Psychographics

**Lifestyle**

- Mixes business, nightlife, and creative culture
- Interested in fashion, design, architecture, and music
- Travels frequently and engages with global culture

**Values**

- Quality over quantity
- Quiet luxury
- Innovation blended with heritage
- Cultural awareness and personal branding

**Shopping Behavior**

- Invests in statement footwear, outerwear, and accessories
- Prefers curated luxury pieces over full seasonal wardrobes
- Influenced by fashion editorials, designers, and street style culture

# Consumer Persona

## Psychographics

### Lifestyle

- Lives an aesthetic, social media driven lifestyle
- Frequent café hopping, fashion events, art exhibitions, and travel
- Curates her personal image through Instagram and TikTok

### Values

- Individuality and self-expression
- Quiet luxury and minimal elegance
- Sustainability and ethical fashion choices
- Cultural relevance and creativity

### Shopping Behavior

- Influenced by TikTok trends, influencers, and editorial styling
- Prefers timeless investment pieces over fast fashion
- Shops luxury selectively such as bags, shoes, accessories

## Demographic

- Age: 24
- Gender: Female
- Location: New York City / London / Milan
- Occupation: Fashion marketing assistant
- Income: Middle to upper-middle

### Motivation to Buy

- Wants pieces that feel elevated but not overly flashy
- Uses fashion as a tool for identity and personal branding
- Attracted to craftsmanship, heritage, and exclusivity

### Why Ferragamo Appeals to her

- Italian craftsmanship feels authentic and timeless
- Quiet luxury aesthetic aligns with her personal style
- Footwear and leather goods feel like investment pieces



**Christi Mae**

# Drivers for consumption

**Purpose:**
**Show the new identity and cultural direction of Salvatore Ferragamo.**

### Individuality & Self expression
Consumers want fashion that fit their sense of style and reflect their personality

### Introduce Experiential Retail
Create gallery inspired stores with customization, cafes, events, and immersive brand experience

### Craftsmanship & quality
Younger consumers value products that feel timeless, well made, and worth investing in.

### Social media influence
Titok & Instagram influence purchasing decisions, trends, and brand discovery

### Sustainability
Consumers are interested in ethical production, longevity, and ebvironmentally conscious fashion.

### Quiet luxury
Gen Z is drawn to understand luxury pieces that feel elevated without relying on loud logos .

### Cultural Relevance
Consumers connect with brands involved in fashion , music, art, and contemporary culture.

### Exclusivity & Limited Drops
Limited edition collections and statement pieces create excitement and increase desireability.

# Connecting with the next generation



**Sculptural Leather goods**
Ipresent creative accessories and handbags with striking shapes and contemporary silhouettes influenced by cutting-edge premium design.



**Contemporary Footwear**
Transform Ferragamo's classic footwear into sophisticated, modern, and avant-garde designs aimed at younger customers.




**Editorial Brand Direction**
Adopt cinematic campaigns, modern styling, and art-driven visuals inspired by contemporary luxury fashion houses.




**Immersive Retail Spaces**
Convert retail spaces into gallery-style environments with installations, personalization, and carefully chosen cultural events.



# Potential competitors

## Christian Louboutin




The most iconic luxury footwear brand globally, recognised for its signature red sole. Strong GenZ awareness through celebrity culture and social media across North America and Asia. Competes directly for the same luxury shoe customer Ferragamo is trageting

## Valentino




An Italian heritage house with strong footwear and leather goods under Alessandro Michele. Actively targeting GenZ through digital-first campaigns and cultural collaborations across North America and Asia, competing on the same Italian craft heritage and art-driven positioning Ferragamo is pursuing

## Jimmy Choo

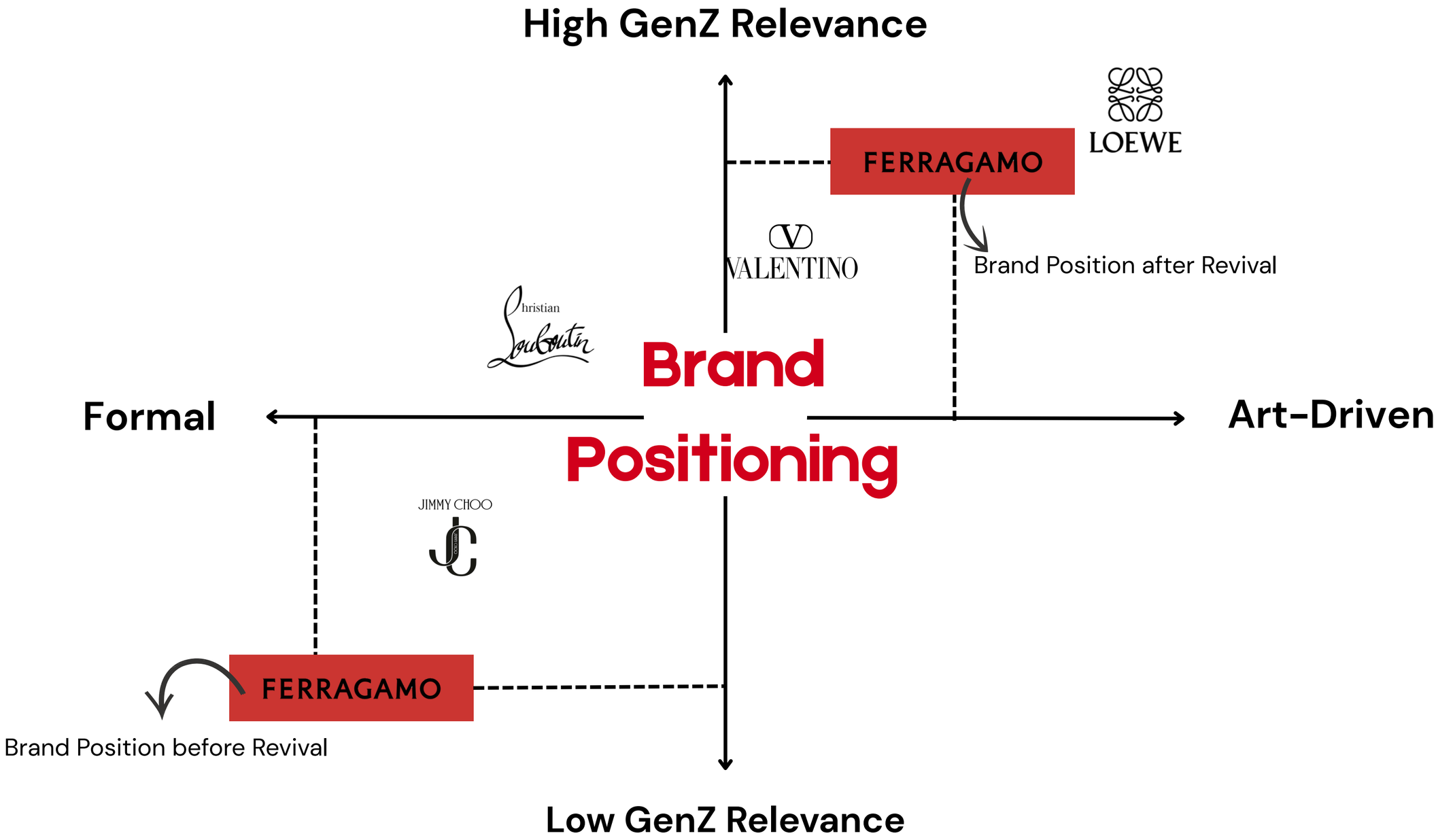



A luxury footwear and accessories brand actively targeting GenZ through Y2K-inspired collections and high profile campaigns. Strong presence across North America and Asia with growing GenZ relevance, directly competing for the same younger luxury customer

## Loewe

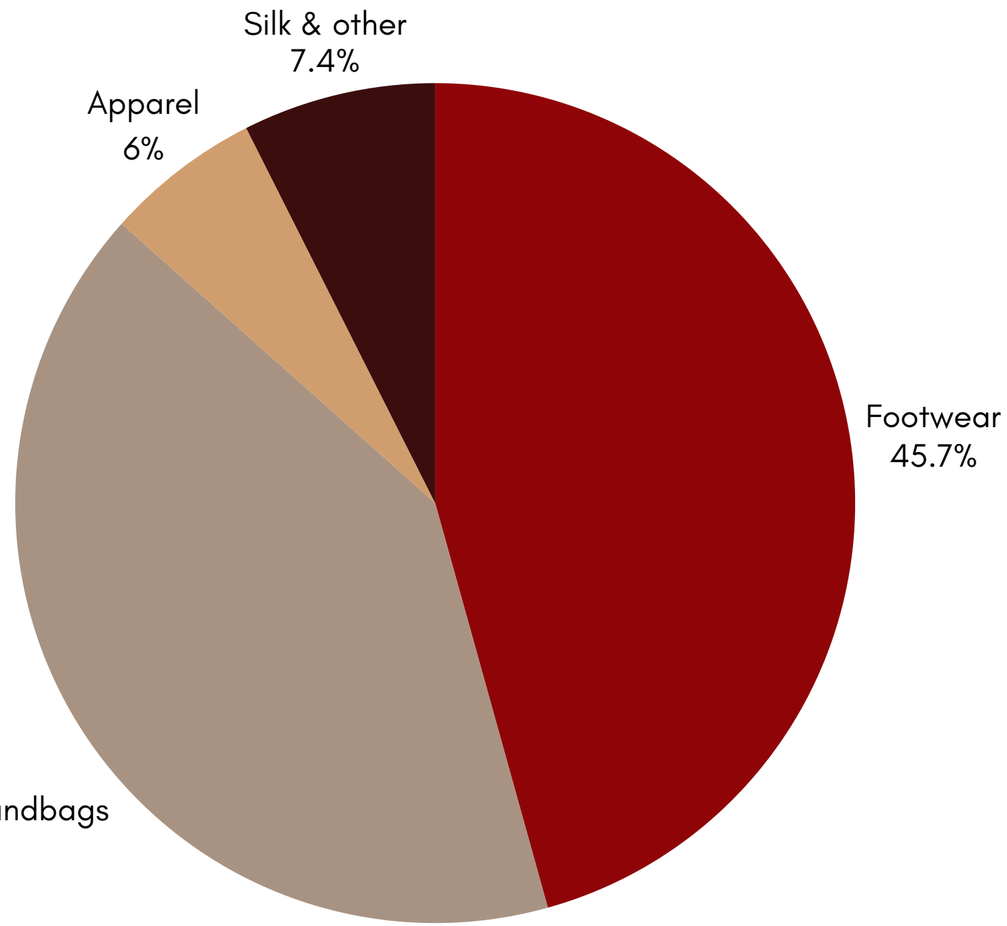



An art-driven luxury house primarily known for leather goods. Consistently ranked as one of the hottest luxury brands with GenZ  globally. As Ferragamo moves into the art-driven space, Loewe becomes the most direct cultural competitor.


High GenZ Relevance
LOEWE
FERRAGAMO
Brand Position after Revival
VALENTINO
Christian Louboutin
Brand
Positioning
Formal
Art-Driven
JIMMY CHOO
FERRAGAMO
Brand Position before Revival
Low GenZ Relevance


Merchandising

# Merchandise Mix




**Ferragamo’s business is heavily driven by footwear and leather goods, reflecting the brand’s heritage in Italian craftsmanship and understated luxury.**

**Footwear**
Ferragamos core category known for luxury italian craftmanship, timeless sillouettes, pumps, and sneakers

**Leather goods & handbags**
Includes handbags, totes, wallets, belts, and small leather accessories focused on understated luxury and premium materials

**Silk & other accessories**
Includes scarves eyewear, jewelry, fragrances and lifestyle accessories

**Apparel**
Mens and women's ready to wear collections with refined tailoring and contemporary luxury fashion.

# Footwear











# Leather Goods









# Apparel









# Other Goods










# Key Flagship Products

## Heritage Footwear Flagship

Historical pillars of the brand



### Vara pum

- **Design**: A low, stable block-heeled patent leather pump featuring a stiff grosgrain ribbon bow pinned by a gold metal logo-etched plate.
- **Legacy**: Introduced in 1978, it represents ultimate physical arch support and functional, corporate luxury.



### Tramezza

- **Design**: Made from premium, hand-stained calfskin leather.
- **Craftsmanship**: Uses an ultra-complex "Tramezza" technique where a thick, flexible leather cushion is sandwiched between the sole and insole across 160 separate hand-crafted steps

## The reinvention It-bag Flagships

Contemporary products recently introduced



### Hug bag

- **Design**: A contemporary bag characterized by its asymmetrical, sculptural, semi-soft panels that wrap around the body like a literal hug.
- **Details**: Secured at the front by two minimalist, satin-finish metal Gancini closures.



### Wanda bag

- **Design**: A rigid, highly geometric top-handle bag with a sleek, minimalist silhouette and integrated, contoured cutout handles.
- **Details**: Originally created in 1988 as a tribute to Wanda Ferragamo, it has been completely reimagined with futuristic high-gloss patent leather, gradient colorways, and micro-crystals.

# Reimagining Growth

**Expand leather goods & sneaker**
Put more emphasis on smaller leather products, footwear, and handbags to boost high-growth segments and draw in younger luxury buyers.

**Seasonal Capsule Strategy**
ntroduce seasonal collections and limited-edition releases to generate product buzz, exclusivity, and urgency.

**Develop Hero Products**
Make distinctive, identifiable items that increase demand, visibility, and long-term awareness while defining the brand.

**Modernize footwear heritage**
Use elevation, sculptures, and modern silhouettes to reimagine Ferragamo's footwear heritage.





# Marketing Strategy

# Marketing Strategy












Make Ferragamo culturally visible and relevant to GenZ by bringing the brand's art heritage, Hollywood archive and Italian craft story to life through bold, unexpected and experiential moments

# **Artist Collaboration -**

# Flora Yokhnovich x Ferragamo

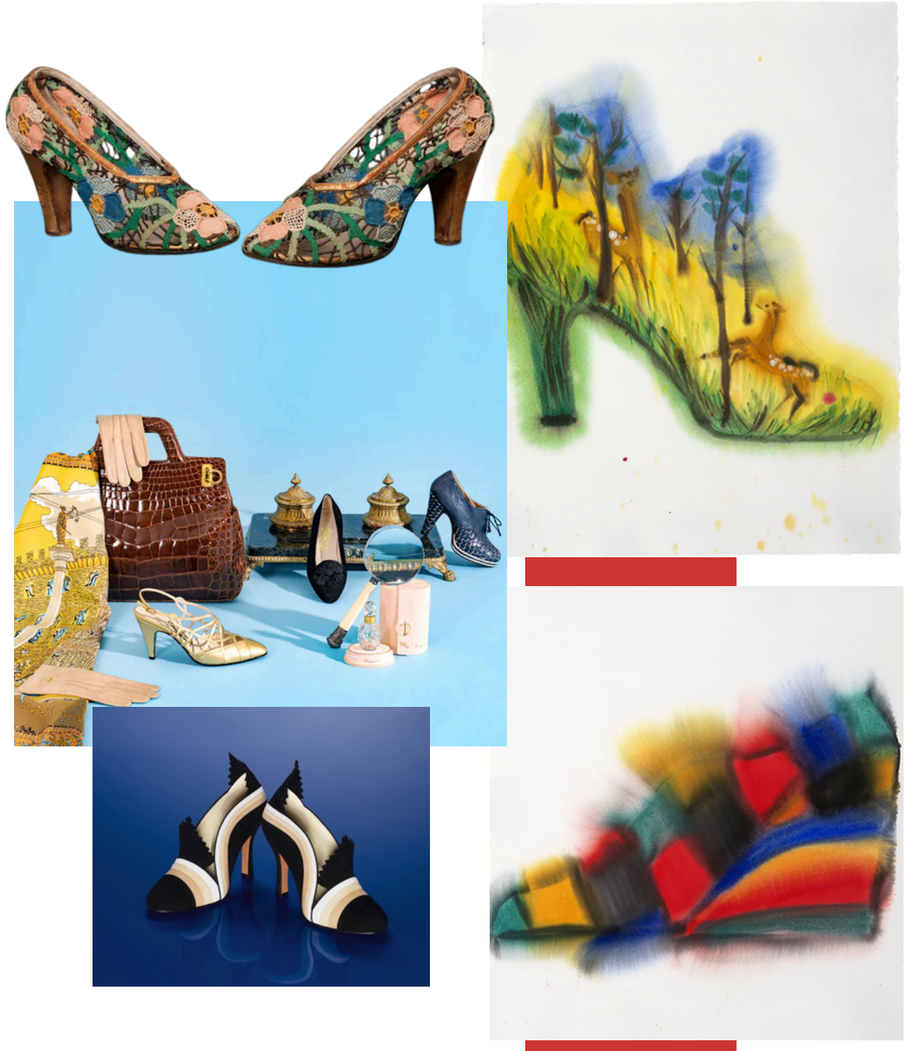
Salvatore believed a shoe could be a work of art, collaborating with artists throughout his career and embedding bold color and artistic expression into his designs. Our collaboration brings that belief back to life

We propose a limited edition collaboration with British artist Flora Yukhnovich, known for her rococo inspired maximalist color work, Flora takes historical art stories and converts them into bold contemporary paintings making past feel exciting and relevant again. Her work is lush, colorful and deeply rooted in Italian artistic tradition, making her a natural fit for a luxury house born in Florence that has always believed fashion and art are inseparable



# **Artist Collaboration -**

# Flora Yokhnovich x Ferragamo



### The Concept

Flora draws inspiration from Ferragamo's most art-centric archival designs, pieces where Salvatore treated the shoe itself as a canvas, embedding hand-painted detail, intricate embroidery and bold color into every element. She interprets these through her painterly lens creating original artwork that captures their color, craft, and spirit. That artwork then translates into limited edition collection, a heel, a bag, a silk scarf, each carrying Flora's artistic interpretation in a different form. Three products, one story, all rooted in the same archival spirit

### How it lives:

The full process, archival pieces, Flora's studio, painting reveal and product reveal, documented and shared on social media. Each stage a content moment GenZ discovers and shares.

# Ferragamo:

# Heritage Reimagined

**The Concept**

"Heritage Reimagined" turns Ferragamo into a living art installation that combines modern fashion, Asian-inspired aesthetics, and Italian craftsmanship. Through upgraded materials, cultural stories, and sculptural spaces, the experience represents a softer, more conceptual luxury character.

**How It Lives**

The pop up is an immersive gallery experience where art craftmanship, and fashion are always interacting.

- Live artisans turn leatherwork into performance art
- Sculptural display products like collectible gallery pieces
- Minimalist interior layout with Asian influences creates a serene, elevated ambiance.
- Ferragamo tradition is reimagined in a contemporary manner using digital projections and interactive storytelling.
- Guests engage through customization, social content moments, and limited-edition releases

By fusing Italian legacy with modern art, experiential retail, and Asian-inspired simplicity, Ferragamo hopes to redefine itself for younger global luxury buyers. Through cultural narrative, digital interaction, and experiential luxury, the pop-up modernizes the brand image with the goal of boosting relevance, visibility, and customer connection.



# Ferragamo × Hyunjin × NingNing

By exhibiting two competing creative identities futuristic glamor and sculptural artistry Ferragamo's dual-ambassador strategy redefines the brand for a global Gen Z audience.





Hyunjin
Represents Ferragamo’s experimental, editorial, and fashion-art direction.

What he will bring:

- Editorial presence in high fashion
- Energetic performance and expressive movement
- Identity of creative and sculptural style
- High credibility in Gen Z fashion

NingNing
Represents Ferragamo’s digital, colorful, and contemporary luxury evolution.

What she will bring:

- Significant Gen Z impact throughout Asia
- Bold, fashion-forward femininity
- Digital-native cultural relevance
- Futuristic and expressive visual identity

# Ferragamo × Hyunjin × NingNing

**The Concept**

Through storytelling, art, and product reinvention, Ferragamo's legacy, Hollywood heritage, and modern Asian fashion culture come together in this cinematic luxury realm. The brand has been relaunched as a cultural platform driven by contemporary luxury expression and innovative teamwork.

**How It Lives**

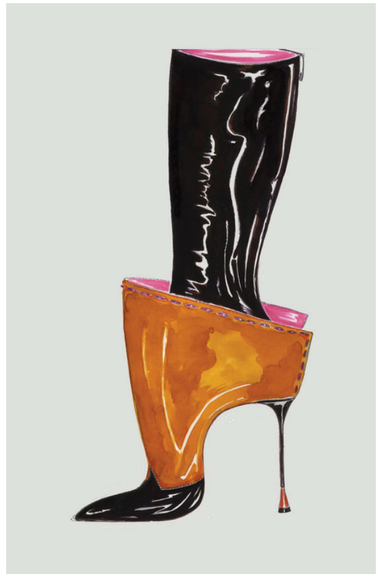
- Campaigns: Cinematic storytelling led by Hyunjin and Ningning
- Archive: Reinterpreted through capsules, collaborations, and digital storytelling
- Products: Hero pieces like the Hug Bag become narrative entry points
- Experiences: Immersive cultural pop-ups and museum-style installations (LA / Seoul / Shanghai)
- Digital: TikTok and Instagram storytelling extending the brand universe

Ferragamo becomes a living cultural system where archive, product, and storytelling continuously evolve through art, fashion, and collaboration.



# MoodBoard







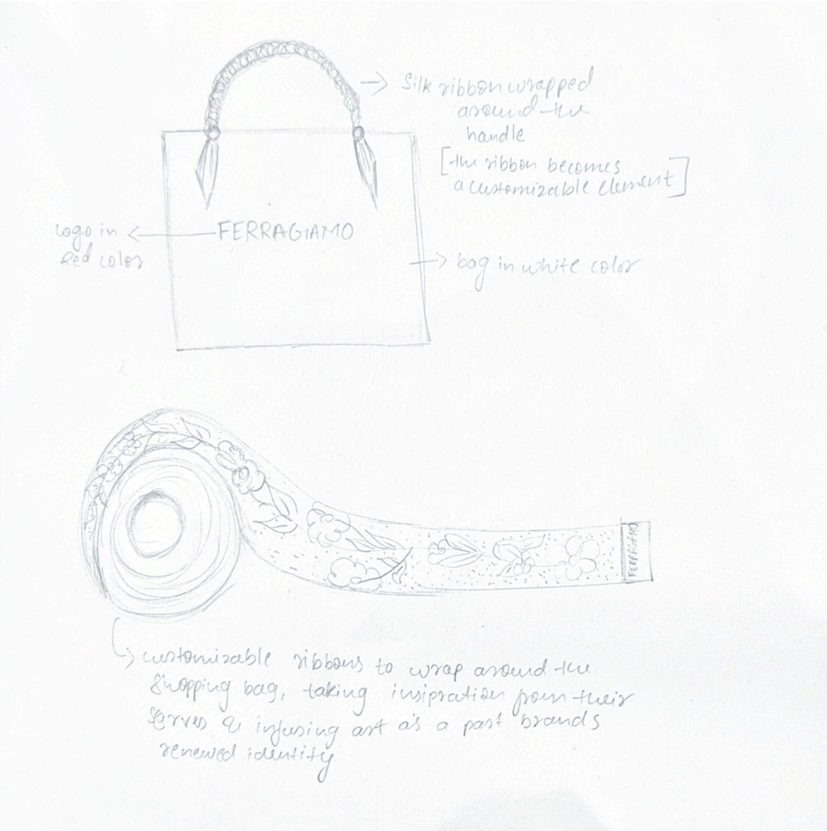









# Shopping Bag











*Note: The concept is made visual with the help of AI*

A simple, elegant cream bag with the Ferragamo logo in Ferragamo red, but instead of a standard rope handle, the bag features a silk ribbon wrapped around the handle inspired by Ferragamo's iconic scarf heritage. Each customer chooses their ribbon from a curated selection of Ferragamo silk prints, making every bag unique to the person carrying it. The ribbon can be removed and worn, turning the bag into a keepsake. More than packaging, its a rreflection of Ferragamo's renewed identity, where art, color, and craft are embedded into every brand touchpoint

# Ferragamo Reimagined



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