



## Salvatore Ferragamo appoints Maximilian Davis as Creative Director

Milan, March 14, 2022 - Salvatore Ferragamo appoints Maximilian Davis as Creative Director, effective 16 March 2022.

Born in Manchester, graduated from London College of Fashion, Maximilian founded his eponymous brand in 2020 and attracted immediate international recognition.

Marco Gobetti, Chief Executive Officer, commented: "I am delighted to welcome Maximilian at the House of Ferragamo. The clarity of his vision together with the level of execution and his powerful aesthetic make him one of the most brilliant talents of his generation. His work is defined by elegance, refined sensuality, and constant commitment to quality. Through his lens of contemporary sensibility, he will write a new, exciting chapter for this house built on a heritage of creativity, craftsmanship, sophistication, and outstanding human values".

Maximilian Davis added: "I am deeply honoured to be joining Ferragamo, and grateful for the opportunity to build on the rich and profound heritage of the house. Ferragamo represents a dedication to timeless elegance and sophistication that I find incredibly inspiring. I'm looking forward to articulating my vision, elevated by the codes of Italian craftsmanship, quality and innovation".

### **Salvatore Ferragamo**

*Salvatore Ferragamo S.p.A. is the parent Company of the Salvatore Ferragamo Group, one of the world's leaders in the luxury industry and whose origins date back to 1927.*

*Salvatore Ferragamo is renowned for the creation, production and worldwide distribution of luxury collections of shoes, leather goods, apparel, silk products and other accessories for men and women, including also eyewear, watches and fragrances under license.*

*Embedding the spirit of its Founder, Ferragamo reinterprets its heritage with creativity, innovation and sustainable thinking. Uniqueness and exclusivity, along with the blend of style and exquisite 'Made in Italy' savoir-faire, are the hallmarks of all Ferragamo's products.*

*[www.ferragamo.com](http://www.ferragamo.com)*