



## Salvatore Ferragamo Autumn Winter 2018 Advertising Campaign

### A PATCHWORK OF CHARACTERS

#### #PatchworkOfCharacters

Suffused by a dynamic and diverse new spirit, a peerlessly exquisite historical Italian house suddenly echoes with life, laughter and youth again.

For Autumn Winter 2018 Salvatore Ferragamo presents neither one Ferragamo woman, nor one Ferragamo man - instead inviting a broad community of models to reflect the glorious multiplicity of today in a patchwork of characters under the creative direction of Paul Andrew. Shot by Harley Weir and featuring Stella Tennant, Shanelle Nyasiase, Rianne Van Rompaey, Xiao Wen Ju, Piero Mendez and Edoardo Sebastianelli, this milestone Ferragamo campaign represents a fresh page in the house's remarkable history.

The new '*Ferragaristocracy*' as imagined by Andrew is defined by its commitment to progress - because to embrace change is the key to success in contemporary culture. Andrew says: "One of the original inspirations of the collection featured in this campaign was the Duchess of Devonshire - a formidable personification of old-school elegance and privilege. And her grand-daughter Stella inhabits that refreshed persona with an effortless grace. But in 2018 you don't have to be to the manor born to have a compelling and stylish manner about you. Curiosity, taste and a breadth of vision - not a narrowness - is what counts today."

Punchy colour, rich texture and flowing deformed silhouettes punctuated with Andrew's signature Ferragamo shoes, boots and accessories - starring the new *Ferragamo Studio bag* - make up the grammar of Ferragamo's revived visual language. Harley Weir deploys her realist's eye and analogue authenticity to present an imagined house-party whose guests hail from across the globe. What's brought them together? The newly-rebooted Salvatore Ferragamo aesthetic as defined by Andrew in partnership with Menswear Design Director Guillaume Meilland.

Andrew says: "I want Ferragamo to assert a distinctly special voice. The best way to do that is to be collaborative, inclusive and open - which is why I'm so excited to be working alongside talents like Guillaume, Harley, and this powerful cast of models. Together we've found a harmony that truly reflects the bold and positive change that's afoot at Salvatore Ferragamo."

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@ferragamo

Agency: Laird+Partners

Photographer: Harley Weir

Creative Direction: Paul Andrew

Talents: Stella Tennant, Shanelle Nyasiase, Rianne Van Rompaey, Xiao Wen Ju, Piero Mendez, Edoardo Sebastianelli

Stylist: Jodie Barnes

Casting Director: Piergiorgio Del Moro

Hair: Jimmy Paul

Make-up: Thomas De Kluyver