

Salvatore Ferragamo

Salvatore Ferragamo Autumn/Winter 2019 Advertising Campaign *#PatchworkofCharacters*

This Autumn/Winter's Salvatore Ferragamo advertising campaign - shot again by renowned British photographer Harley Weir - is an ode to the unmistakably Italian flavour of ease and sophistication inherent in the house.

The locations were chosen by artistic director Paul Andrew shortly after the presentation of the AW show in Milan.

He says: "as I was walking through the city every day to prepare for that show, I started peeking into the doorways of the buildings as I passed. I realised Milan is full of hidden architectural treasures - beautiful courtyards and entryways - that you cannot see from the street and I decided to showcase some of these special secret sites in our campaign.

Not unlike Salvatore Ferragamo, Milan is place of great discretion but also deep cultural and artistic sophistication - which made me realise it made for the perfect location for this campaign."

Continuing the house's *Patchwork of Characters* philosophy, the campaign features a cast of models, both male and female, cast from a broad range of cultures and age.

Some of the models are regular collaborators with Salvatore Ferragamo - friends of the house - but one notable new face this season is that of Hero Fiennes-Tiffin.

Paul Andrew says: "Just like these exquisite architectural jewels in Milan, Salvatore Ferragamo is open to all who have the curiosity and inclination to discover it."

www.ferragamo.com/aw19-advertising

Cast:

Liya Kebede - Kirsty Hume - Yorgelis Marte - Sora Choi
Jonas Mason - Rishi Robin - Hero Fiennes-Tiffin

Creative Director: Paul Andrew

Photographer/Director: Harley Weir
Agency: Laird+Partners

Stylist: Jodie Barnes
Casting Director: Piergiorgio Del Moro
Hair: Jimmy Paul
Make-up: Thomas De Kluyver
Location: Milan