Ferragamo unveils the new advertising campaign photographed by Rafael Pavarotti: a boldly sensual reflection of Creative Director Maximilian Davis’ vision for the Spring-Summer 23 collection.

Against a dramatic backdrop of signature Ferragamo vibrant red, the new codes of the house appear in sharp focus: elegant ease and contemporary clarity; sensuality realised with linear precision. The sunset degradé colours and high-shine Wanda handbags; the sculptural forms of accessories and sensual footwear, including a bag with cut-out details and Elina sandal stand out with graphic impact.

This is Ferragamo’s new language of luxury: distinctly modern, sophisticated and fetishistically desirable.

A diverse cast of personalities, each with their own distinct confidence, showcase the collection: the breadth of their perspectives a reflection of the Ferragamo attitude and independence. Photographed alongside colonnades which reflect the character of the Spring-Summer 2023 show space, this is a crystallised vision of the new dawn for the house: rooted in its Italian history, but with a direct vision towards the future.

**Cast**

Abas Abdirazaq De Witt  
Aniyel Majok  
Ashley Radjarame  
Chol Mabior  
Colin Jones  
Dongha Kim  
Kai Newman  
Matteo Ferri  
Mila Van Eeten  
Mona Tougaard  
Silas Lutz  
Vittoria Ceretti  
Yoonmi Sun

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