



## Salvatore Ferragamo Spring/Summer 2020 Campaign

Freedom; to be how you want, where you want, and with whom you want.

For Spring/Summer 2020 Salvatore Ferragamo reunites with Harley Weir to conjure a campaign that expresses and celebrates this liberation. A diverse cast showcases a layered and sophisticated collection by Ferragamo's creative director Paul Andrew in which the artisanal plays against the directional to create pieces that transmit ease, confidence, individuality, and above all, freedom.

The mercury is rising in a portfolio of images and video that are designed to conduct a tangible sensation of midsummer's heat. The joy of friendship and the thrill of discovery are heightened by the sensual pleasures of sunlight.

Paul Andrew says: "We showed this collection outdoors in Milan last September as a way to emphasise that these are clothes designed to be worn for pleasure, during the summer, and with friends. Collaborating with Harley Weir and with the movement direction of Eric Christison, we extended that visualisation into a wild and sun-drenched landscape in which the models run free and feel the heat. We've used the campaign to highlight certain items, including the new Viva pump and some of the gorgeous hand-knit crochet work, as complements to a summer spent roaming free in the company of people you love."

### Credits:

Creative director: Paul Andrew

Photographer: Harley Weir

Choreographer: Eric Christison

Stylist: Jodie Barnes

Models: Malgosia Bela, Abby Champion, Sora Choi, Alpha Dia and David Kammenos

Agency: Laird+Partners

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