

Salvatore Ferragamo

FERRAGAMO AND I AUTUMN/WINTER 2017-2018 ADVERTISING CAMPAIGN #FERRAGAMOANDI

Energetic, spontaneous, colourful and engaging.

These are the key words of **Ferragamo and I**, Salvatore Ferragamo's Autumn/Winter 2017-2018 advertising campaign. This fresh, dynamic campaign captures consumers' emotions and draws them into a "love affair" with Ferragamo products that never really ended, focusing on shoes and bags and celebrating, as always, the creativity, elegance and expertise that are hallmarks of the Ferragamo brand.

The artist behind the images, Swiss photographer Walter Pfeiffer, is known for leaving an indelible mark on the world of photography from the 1970s to today. He has created a bold new narrative for Ferragamo, infusing the products and objects with life in a continuous dialogue of colour and perspective, playing with irony and dynamic motion to make Ferragamo products and the fashion brand's icons immediately recognisable, colourful and fun; in one word: alive.

Pfeiffer has also brought the same personal insight to additional digital content, like the cast diaries - a mini-series starring the models on set as they improvise with the products. The results are always a clever, colourful scene of interiors in which nothing is ever static.

This is a completely new creative and photographic style for the Florentine fashion company, confirming its decision a few seasons ago to use a language suited to all modern digital and traditional communication platforms. The stars of the new campaign are Chinese and French supermodels Xiao Wen Ju and Aymeline Valade and British Kit Butler.

With the **#Ferragamoandi** hashtag, customers are put centre stage in a new conversation between the brand, its products and their perception of them, with just the right amount of spectacle and engagement.

Photographer: Walter Pfeiffer

Talents: Kit Butler, Xiao Wen Ju, Aymeline Valade.

Stylist: Suzanne Koller

Set design: Jean Michel Berlin

Hair stylist: Duffy

Make up: Lucio Pieroni

About The Photographer Walter Pfeiffer: born in Zurich in 1946, Pfeiffer began shooting in the early 1970s. He is known for his portraits of the friends and lovers who surrounded him in cities like Zurich, Paris and New York and connect him to other photographers of that decade. His first publication came at the end of the 70s, with *Walter Pfeiffer: 1970-1980* (Elke Betzel, 1980). In the two decades that followed, he continued making photographs and videos, showing them alongside paintings. The revival of his work was celebrated with the publication of *Welcome Bond, Photographs 1980-2000* (Ed. Patrick Frey / Scab, 2001). All his work in the 90s and the first few years of the 21st century fits in with the realistic photography movement. Since then, with the unmistakable style that has inspired many photographers, Walter Pfeiffer has contributed to a number of international magazines of diverse styles and readership, like *i-D*, *Butt* and *Vogue*.