

Salvatore Ferragamo

Salvatore Ferragamo Spring/Summer 2019 Campaign #PatchworkofCharacters

For Spring/Summer '19 Salvatore Ferragamo enriches its Patchwork of Characters concept by uniting a diverse group of individuals to revel in the beauty of sun-saturated, midsummer Italy.

Under the creative directorship of Paul Andrew, and photographed by Harley Weir, the SS '19 campaign is designed to showcase not only this season's collection but also the enduring values of the house.

Shot in the lushly cultivated gardens of a privately-owned villa close to Rome, in the Tuscia Region, the campaign imagines a group of far-flung friends come together to enjoy the pleasures of Italian lifestyle. Our diverse cast of models - female and male, from all across the world, and spanning a broad age-range - reflects the diversity of the global Salvatore Ferragamo clientele. What they share is an appreciation for the inclusive refinement and sophisticated discernment expressed in the contemporary designs of Paul Andrew and Guillaume Meilland for Salvatore Ferragamo.

The fertile gardens of the location mirror the lushly patterned palm print that runs through the collection. The venerable location and the theme of togetherness reflect the prominence of Salvatore Ferragamo's famous Gancini this season - highlights include the new Gancini monogram on jacquards and silks, as well as the Gancini hardware on shoes, eyewear and belts.

Paul Andrew said: "Through this campaign we want to celebrate the world of Salvatore Ferragamo and showcase the texture and dimension of the season's clothes and accessories. This is a collection designed to be elevated and refined but also real and approachable. Furthermore, this campaign is not some dreamed up fashion fantasy: Harley's beautifully shot images reflect what we know to be true about Salvatore Ferragamo: it is a house whose history of innovation and sophistication has earned it an international audience that spans both genders, almost every nation, and almost every age group. That is something for us to shout from the rooftops."

Cast:

Carolyn Murphy-Georgina Grenville-Fei Fei Sun-Binx Walton-Cara Taylor
Didier Vinson-Henry Kitcher-Daniel Morel

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 Kluver

Location: Villa Trinita, Rome