

Ferragamo celebrates with new handbags Postmedia Breaking News May 5, 2014
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Conveying a company's 86-year history through a handbag may seem a tad ambitious, but Italian leather goods company Salvatore Ferragamo has done just that with its new Fiamma bag.

"The Fiamma embodies the energy and elegance of its namesake, Fiamma Ferragamo, and today's generation of stylish yet dynamic women worldwide," says Massimiliano Giornetti, Salvatore Ferragamo's creative director.

This new design honours the legacy of Salvatore Ferragamo's daughter, Fiamma Ferragamo, who was the fashion house's leather accessories and shoe designer for nearly 40 years before her death in 1998. She's best-remembered for creating the iconic Vara pump in 1978 - a round-toed, low-heeled pump with grosgrain ribbon and a gold-buckle accent stamped with the Ferragamo family signature that is still popular today.

"(The) ultrasophisticated design and unique construction reflect the inherent DNA of Ferragamo's legacy," Giornetti said of the Fiamma handbag.

The Giornetti-designed collection incorporates iconic Ferragamo signatures, such as the revival of an archival foulard silk print lining dating back to the 1970s, and novelty hardware inspired by the brand's original designs, all combined to showcase the house's stylish heritage in a new creation aimed at the next generation.

"The silhouette is one aspect of the handbag which combines modern evolutions of Ferragamo signatures," Giornetti said. "Playful elements in the design culminate in a feminine quality that reflects the Ferragamo woman."

Along with her design innovation legacy at her father's brand, Fiamma worked to recognize women and families for their individual histories such as unique talents, achievements and inherent styles.

To honour this aspect of the late designer's personality, Giornetti and the Ferragamo crew have created a short film starring women from notable international families who share common traits. The film will premiere during the official launch of the Fiamma bag at a global event in New York City, celebrating the second chapter of the company's L'Icona campaign this month.

Families of various nationalities and their female generations featured in the film vignettes include:

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