

# RAND ANALYSIS

Salvatore Ferragamo is a renowned Italian luxury brand founded in 1927 by Salvatore Ferragamo, whose innovative designs first gained acclaim in Hollywood. The company originally focused on luxury women's footwear and eventually expanded. In 1960, Salvatore Ferragamo died, and his wife, Wanda Ferragamo, continued the brand's success and led its growth.

Salvatore Ferragamo was born in 1898 in San Casciano dei Bagni, near Florence. From a young age, he was passionate about shoemaking. Ferragamo made his first pair of shoes at the age of nine for his sister, so she could wear them to church.

In 1915, Salvatore Ferragamo relocated to Santa Barbara, California, where he established his first shoe-repair workshop, and where the first movie studios would soon be constructed. Eventually, Salvatore began designing and making shoes for the cinema; his customers were the great Divas of that time. In 1923, he opened the Hollywood Boot

Shop, and he gained the name of "Shoemaker to the stars".

Later, in 1927, Ferragamo returned to Italy and settled in Florence, where he opened a factory that became a training hub for 75 apprentices under his guidance. There, he fused Florence's artisanal tradition with American production techniques, streamlining the shoemaking process. From Florence, shoes were consistently exported to America.

By 1938, he acquired Palazzo Spini Feroni in Florence, which has served as the company's headquarters, flagship store, and the Salvatore Ferragamo Museum since. In 1948, the company launched its first directly operated store in the U.S. in New York City.

After Salvatore Ferragamo's death, the company remained privately held by the Ferragamo family until it went public on the Milan stock exchange in 2011.

To modernize the brand, Salvatore Ferragamo was rebranded as "Ferragamo" in 2022, and during Milano Fashion Week SS23, presented a new logo. In the same year, Maximilian Davis became the creative director of the brand and held his first show.

