

# COLLABORATION

The motivation for the collaboration between Ferragamo and Ruslan Baginskiy is to embody a new vision of summer elegance, where heritage and modern creativity combine to form a new and inspiring aesthetic. The goal of this partnership is to connect Ferragamo's tradition of elegance and craftsmanship with Ruslan Baginskiy's contemporary, sculptural approach to accessories. By connecting these two perspectives, the collaboration aims to redefine classic luxury through a modern vision.

Both brands share a respect for craftsmanship, quality, and cultural identity. Ferragamo is recognized for its Italian heritage and high-quality products, while Ruslan Baginskiy is known for innovative and artistic accessories that combine traditional techniques with modern designs. Moreover, both brands value being associated with *Made in Italy* and *Made in Ukraine*, emphasizing authenticity and high production standards. Through this collaboration, they have the opportunity to create sophisticated pieces that embody these traditions and highlight the importance of craftsmanship in fashion.

Inspired by the atmosphere of a Sicilian summer, which represents warmth, light, and timeless Mediterranean beauty. Sicilian flower is also an important part of inspiration, the colors and patterns of flowers will be used to highlight Italian nature. Besides that, Italian architecture and culture inspire a sense of elegance that perfectly reflects the spirit of both brands. With those elements collaboration evokes warm, nostalgic feelings.

Colors play an important role in this concept. A palette of light yellow and light blue represents sun and sea, creating a feeling of freshness, brightness, and calmness. At the same time, these colors represent the Ukrainian flag, adding a meaningful cultural connection to Ruslan Baginskiy's brand.

Ferragamo's heritage of refined Italian craftsmanship blends with Ruslan Baginskiy's modern approach to the accessories, resulting in a concept that portrays the feminine, light, and effortless beauty of the Sicilian summer. The collaboration emphasizes graceful silhouettes, different textures, and sculptural forms.

The collection is soft, vivid, timeless, and also has strategic benefits. By combining Ferragamo's global heritage and luxury positioning with Ruslan Baginskiy's contemporary and artistic approach, the partnership can attract a younger target audience. It creates an opportunity to explore new aesthetics through graceful collaboration.

