

ARGET ANALYSIS

Ferragamo's target audience includes **wealthy, high-end consumers who value luxury, heritage, and exclusivity**. In recent years, the brand has expanded its focus to attract a younger audience, such as **Millennials and Gen Z**. Ferragamo attracts individuals who value sophisticated, refined "Made in Italy" craftsmanship, uniqueness, exclusivity, and timeless design.

Historically, Ferragamo's main focus was on **celebrities and public figures**. It is now expanding to engage with younger generations through strategies digital initiatives and updating product offerings.

Ferragamo is considered **an aspirational luxury brand**, which means that its **customers have significant disposable income** and view the brand as a symbol of status, success, and refined taste. **The average age of customers is between 25 and 34 years old**. In terms of gender distribution, Ferragamo's audience is **mainly female (57.76%)**, although a significant **male segment (42.24%)** still plays an important role in the brand's market.

Psychographically, Ferragamo customers are motivated by a **need for self-expression, value exclusivity**, and seek products that signify their high standards and sophisticated tastes. **These individuals** are often driven by a **preference for lasting quality** over temporary trends and have a fondness for brands with strong heritage and authenticity. **The brand continues to express its values through collaborations** and public events that resonate with its aspirational lifestyles.

To ensure future growth, Ferragamo is targeting younger generations through **partnerships with online luxury retailers** such as Farfetch and by increasing **engagement across digital platforms and social media** that are well-known for **Millennials and Gen Z**.

