

Salvatore Ferragamo



Who is Salvatore Ferragamo?


- Salvatore Ferragamo was an Italian shoe designer from Bonito, Italy and owner of luxury high-end retailer Salvatore Ferragamo.
- Salvatore was born on June 5th, 1898 into a poor family of 14 children.
- Salvatore found his passion for shoemaking at nine years old when he made his sisters heels to wear for their confirmation.
- Ferragamo was known to be the most innovative shoe designer of the 20th century. You can consider Salvatore Ferragamo a pioneer of shoemaking.

Target Market

Salvatore Ferragamo designed shoes for women to feel comfortable. Throughout the decades in which he was designing these magnificent creation many women were squeezing their feet into shoes that they could bare to fit. Because of such tragic findings, Ferragamo decided to study the anatomy of the foot which helped him have a better understanding on how to make shoes. Due to the major crisis of 1930 which was the great depression and by 1940 the second World War II had begun, the world was struggling economically therefore Ferragamo decided to find different ways and materials to make his shoes. He began using materials like cork which was a masterpiece in his journey, wood, synthetic resins, metals and even the plastic candy wrappers in order to express his creativity.



What major distributions did he make to fashion?

1. In 1940, Salvatore Ferragamo introduced his first creation to the world of fashion known as the cork wedge. During this time economic sanctions in Italy were happening therefore he could not afford to buy steel for traditional shoes and decided to use cork instead.
 2. By 1947, Ferragamo introduced a new style to the world, his invisible shoe. The shoe was made of transparent strand of nylon with a wedged heel. Because of such iconic creation Ferragamo was the first footwear maker who won Neiman Marcus Prize at the Fashion Oscars.
 3. In 1951, Salvatore Ferragamo decided to introduce a new design to the world of fashion which was his famous “Kimo” which was a multi-purpose sandal inspired from the Japanese Tabi.
 4. 1958, the 18K gold sandals that had a patented metal sole.
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Creations

https://www.ferragamo.com/museo/en/usa/discover/shoe_collection/patents#



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