

Salvatore Ferragamo



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Salvatore Ferragamo is an Italian shoe maker from Bonito, Italy. Salvatore was born on June 5th, 1898 into a poor family of 14 children. Salvatore found his passion for shoes at the age of nine when he made his first pair of heels for his sisters to wear at their confirmation. He went on to study shoemaking and designing at Naples, Italy. After his passing on August 7, 1960 his family took over his brand. (Salvatore Ferragamo, n.d.)

In the 1920s, a massive wave of Italian Immigrants were on the way to the United States chasing the “American Dream,” with Salvatore Ferragamo being one of them. At twenty five years old Ferragamo opened his first shoe shop called The Hollywood Boot Shop. After realizing his career was not taking off as he imagined, Ferragamo decided to move back to Italy in 1927 where he established his headquarters in Florence. Regardless of him not staying behind in America to further his career, Ferragamo continued to target the American public. (Salvatore Ferragamo, n.d.)

In the 1930s-40s Ferragamo was given the nickname “shoe maker of the stars,” when he made the Roman sandals for Cecil De Mille and introduced his first invention to the world which was the cork wedges. The cork wedges was created by Ferragamo due to the economic sanctions in Italy, he could no longer afford to buy steel for traditional shoes. The wedge shoe made by Ferragamo had a major impact in the world of fashion. (Singer, O. 2018, May 29)

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. The title pioneer does not serve him justice for the magnificent creations he has made. Life of a designer can be stressful most of the time because they need to release new ideas constantly but

Salvatore Ferragamo made it seem like everything was possible. 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. Before passing away in 1960, Ferragamo released his last creation in 1958, the 18K gold sandals that had a patented metal sole. (Salvatore Ferragamo, n.d.)

Salvatore Ferragamo designed shoes for women in order for them 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 in order for women to feel comfortable. Due to the major crisis of 1930 which was the great depression and by 1940 the second World War II began, the world was struggling with 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. (Salvatore Ferragamo, n.d.)

Initially he began designing shoes only for women but then decided to expand his brand portfolio and target market to a wider audience, men. Modern day Salvatore Ferragamo’s brand portfolio consists of shoes, ready to wear designs, accessories, jewelry and fragrances. He was one of the greatest shoe designer and maker in the 20th century. If Ferragamo was still alive the brand would have prospered much better than it does today and their net worth would have been higher than \$50 million. His creations paved the way for many shoe designers/makers in the 20th century like Christian Louboutin, Stuart Weitzman, Guiseppe Zanotti, Paul Andrew, Manolo

Blahnik, to name a few. His designs are still trending till this day and will continue to do so because fashion never stops revolving.

Reference

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