

▶ 23 juin 2025 - N°nc

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DIFFUSION:(61000)

JOURNALISTE: Sandra Salibian





Ferragamo

There's always something calming and reassuring in walking through a collection with Maximilian Davis: his soft-spoken explanations, tidy mood boards and overall clarity of mind mirror the precise vision and refined designs marking his tenure at Ferragamo.

Even though the company isn't immune to shake-ups, including the recent exit of chief executive officer Marco Gobbetti, the creative director retains his naturally elegant poise and continues to stick to his original mission of speaking to a multigenerational audience through his work.

The resort 2026 collection was no exception. Davis continued to look at families – especially Italian ones – imagining a chic wardrobe passed down through generations, and therefore filled with nods to different eras in its silhouettes and archival Ferragamo concepts and elements.

What might sound as a melting pot of references was delivered with a polished simplicity and sense of ease that are becoming Davis' trademark at the brand. He focused on classic shapes, letting textures, occasional prints and the house's craftsmanship speak instead.

For one, Ferragamo's heritage resonated in leather pieces in different weights, from a minimal napa frock in a terra-cotta shade to an '80s-nodding safari jacket in brushed cotton with grained leather inserts.

Uncomplicated dresses came with exotic patterns, as seen in a batwing style covered in zebra motifs or its sister version elevated with charming ruching and pleats, as well as a white silk caftan printed with the faded image of an alligator skin. (Bonus points for the wedged peep-toe mules that matched the vibe: one of the many desirable accessories, they evoked an archival style created by the house's founder but still so sleek in their zebra or tortoise renditions.)

The effortless mood was reinforced by pajama dressing for both genders, but particularly charming in the '20s-inspired lingerie-nodding women's designs with laced inserts and detachable scarf details. Eveningwear was embraced with the same spirit, as best exemplified by a navy cashmere option with plunging neckline and fringed hem, as well as a backless gown cut from duchesse satin in a champagne hue. Mindful of commercial needs and the enduring recognizability of Ferragamo's Gancino symbol, Davis integrated the signature hook hardware into luxe daywear, including trenchcoats, ribbed cardigans and denim pants featuring subtle leather detailing. - Sandra Salibian



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