

CLASSIC DRIVER

Stand out with the Made To Order Driver by Salvatore Ferragamo

Lead

Salvatore Ferragamo's driving shoes are esteemed by sophisticated men the world over, and a staple of the classic driver's wardrobe. For the first time, the Italian brand is offering its customers a personalisation programme, and the options are endless...

A unique touch



Whether you want your Drivers in crocodile, ostrich or calf's leather, or in Antique Saddle, Metallic Blue or Graphite, the extensive customisation options in Ferragamo's new personalisation programme should keep even the most discerning fashionista happy. And for a unique touch, how about some lettering?

To help promote its new Made To Order Driver, Ferragamo enlisted the help of racing driver Mathias Lauda, SoundCloud founder Alexander Ljung and model/photographer Johannes Huebl. The three dapper gentlemen, each wearing their own personalised Drivers, look particularly chic relaxing in Tuscany. What are you waiting for? Start configuring your personal Drivers [now](#).

Photos: Salvatore Ferragamo

Gallery

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