

Salvatore Ferragamo's Hitchcock-Esque collection

Paul Andrew and Guillaume Meilland brought the Master of Suspense to our own chilling times.

Style

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Courtesy of Salvatore Ferragamo

The effects of the global COVID-19 pandemic on fashion were on display in Salvatore Ferragamo's Spring/Summer 2021 show, titled *Life In Technicolor*. Debuting last month at the Rotonda della Besana in Milan, the collection took inspiration from Creative Director Paul Andrew's lockdown binge habits.

According to the brand's [website](#), the collection was based on the films of Alfred Hitchcock, conveying "a wardrobe of resilience and beauty for the heroines and heroes of the untold story ahead."



During a year which has seemed like a horror movie for many, this collection felt eerily relevant. While the character's of 1963's *The Birds* dealt with an unexplained surge of violent avian creatures, we too must contend with a sudden, perplexing terror during an ongoing pandemic. "Lockdown has been dark, surreal, and mysterious, like a Hitchcock movie," said Andrew to [Vogue Runway](#). "But strangely, like in a Hitchcock movie, the ending is always somehow beautiful. I'm trying to celebrate the beauty that is going to come out of it."

The co-ed show was defined by clean, elegant lines that made the looks classic, they would not look out-of-place on stars like Grace Kelly and Cary Grant.

Yet the shades of citrus yellow, perforated leather, and loose-fitting silhouettes made them fresh and modern. The bright colors were intended to mimic technicolor films, including what Andrew referred to as "Tippi Hendren's green."

The background music was right on them in the dimly-lit, columned courtyard, making it seem as though a knife-wielding killer was going to emerge from backstage at any moment à la *Psycho*.



Alessandro Lucioni / Gorunway.com

Out of the 33 outfits in the collections, one of the standouts was a monochromatic outfit consisting of a baggy Kelly-green suit and a matching bag, a forest-colored v-neck sweater, and emerald loafers.



Alessandro Lucioni / Gorunway.com

Another eye-catching number consisted of a pale yellow and white trench-coat and grey slacks, featuring the pop of a bright red v-neck sweater and topped off with cool square sunglasses.

While the show mainly consisted of solid colors, there were also some patterns and textures thrown in, including preppy brown and red plaid, chunky cable-knits, brown feathers, and most intriguing, a gorgeous, bright floral motif sprawled across a couple of jackets.

Now more than ever, it can be comforting to cling to the more familiar horror of days gone by. After all, if Hitchcock's heroes and heroines could get through their movies, maybe there's hope for us as well. Both dreamily nostalgic and alarmingly modern, the latest Salvatore Ferragamo collection was a breath of fresh air.

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