

VOGUE

Franco Ferraro loves to recall his ten years of experience acquired at the glorious Lanerie Agnona, where he was put in charge of foreign sales and markets. As a matter of fact, he was the one who started business on the Japanese, Australian, and South African markets. He also proved his creative talents, interpreting textiles with excellent taste and imagination.

In 1974 he began to design and produce his own line of ready-to-wear. He founded Child in Serravalle Sesia shortly there after, basing the name of the company on the first initials of his three children. With a strong background in foreign sales and exports, he was immediately a success in the U.S., Korea, Taiwan and Germany, but his greatest success was reached in Japan.

Virtually 95% of the production is sold abroad.

The winning idea he launched on these markets was the presentation of collections complete with four pieces-coat, jacket, shirt, skirt or pants-all matched perfectly to show the customer how the ensemble looks at its best.

In order to take advantage of all this knowhow, a special "software" service was set up, offering foreign companies, among which Toyobo of Japan, consultancy and assistance on textiles, styling and production.

Ferraro's aesthetic sensitivity has enabled him to design collections that are original but well balanced somewhere between a casual and classic look-using splendid fabrics, silk and prestigious wools with exquisite details and hand finish.

These textiles are often studied and created exclusively for customers. They're the real inspiration behind the "Franco Ferraro" ready-to-wear trademark, whether in ladies or menswear.

Production is restricted to 35-40 thousand pieces a year.

This limited number is yet another guarantee that the garment is a quality item.



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