

Italian women who changed the world

Valeria Pellegrino
Erica Granatieri
present
CHIARA FERRAGNI

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Chiara Ferragni



Chiara Ferragni is an Italian entrepreneur, blogger and designer born in Cremona on May 7, 1987.

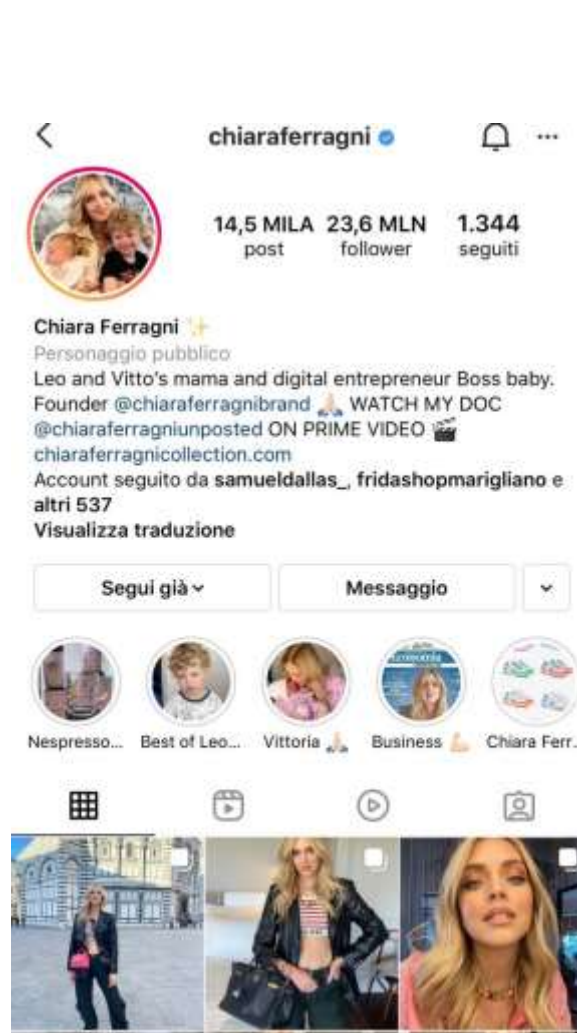
She attended classical high school and afterwards she attended the university of law at the Bocconi in Milan without finishing her studies. She is the mother of two children (Leone and Vittoria) and she is the wife of the singer Fedez.

Italians call them *Ferragnez*.



CAREER

The 30-year-old Milan native launched her fashion blog, The Blonde Salad, way back in the pre-Instagram days of 2009. By 2015, such was her success that Harvard Business Review ran its first-ever case study on a fashion influencer. Ferragni has her own line of shoes and has collaborated with a myriad of brands ranging from Guess to Gucci.





In 2014 she became the first fashion blogger to appear on a Vogue cover and in 2017 she was named by Forbes "the most important fashion influencer in the world" .



Chiara Ferragni is not just a brand but wants to become an example as she continues to engage in charity such as: the fundraising on GoFundMe to strengthen the intensive care of the San Raffaele hospital in Milan during the Covid-19, a campaign from record that reached almost 4.5 million euros.



At her wedding she organized a fundraiser for the most needy. She collected and distributed food parcels during the first lockdown in Italy, donating baby clothes, strollers, cribs and cots to mothers in difficulty.

At Easter she created the line of Easter eggs and the proceeds will be donated to charity in favor of the project “I bambini delle fate”, a company that takes care of children with autism and other disabilities.



These are just some of the good deeds performed by Chiara. In fact, she and her husband were given the recognition of the city of Milan with the Golden Ambrose after the charity and fundraising for intensive care in the pandemic.



Chiara Ferragni is not the usual influencer, she is also a loving mother and an engaged woman who fights for social issues.

