

Salvatore Ferragamo

September 9, 2015

**SALVATORE FERRAGAMO
CELEBRATED 100 YEARS IN HOLLYWOOD
WITH THE NEWLY UNVEILED RODEO DRIVE FLAGSHIP**

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SEPTEMBER 9, 2015 (Beverly Hills, CA) – Salvatore Ferragamo, the Italian luxury fashion House, celebrated the debut of an impressive design concept by renowned architect William Sofield with the reopening of the Beverly Hills flagship on Rodeo Drive. The unveiling of the new concept, inspired by Salvatore's years of innovation in California, marked a return to Hollywood, 100 years in the making.

Salvatore Ferragamo hosted an exclusive cocktail event with Fulvia Visconti Ferragamo, James Ferragamo, Creative Director Massimiliano Giornetti, CEO Michele Norsa and architect William Sofield joined by an array of LA celebrities and tastemakers including *Demi Moore, Freida Pinto, Arnie Hammer* and *Elizabeth Chambers, Camilla Belle, Kiernan Shipka, Mackenzie Foy, Angela Lindvall, Andy Garcia, Cody Horn, Holland Roden, Eric Buterbaugh, Shiva Rose, China Chow, Amanda Luttrell Garrigus, Joel Silver*, Los Angeles Galaxy soccer player *Robbie Rogers*, stylist *Petra Flannery, Jessica de Ruyter, Kelly Lynch, Kelly Sawyer, Erica Pelosini, Kate Brien, Brigitte Romanek, Crystal Lourd, Minnie Mortimer, Brooke Davenport, Marlien Rentmeester*, and more. To celebrate Ferragamo's legacy in film, then and now, the evening was feted by next generation Hollywood including *Ethan Peck, Hopper Penn, Lydia Hearst, Tallulah* and *Scout Willis, Sasha Spielberg, Lorraine Nicholson, Ireland Baldwin*, and *Dominik Garcia-Lorido*.

Salvatore's shop played host to the elite of Hollywood's golden era, a true salon where creativity and innovation flowed. As a tribute to the consummate entertainer, guests enjoyed cocktails inspired by his original recipes in this newly reimagined art deco environment. A showcase of Ferragamo's original cinematic shoe designs, on loan from the Museo Salvatore Ferragamo, were on display for a limited engagement.

Following the cocktail party, the Ferragamo family and Vogue's Lisa Love hosted a private dinner at Eric Buterbaugh Florals in West Hollywood for an intimate group including *Demi Moore, Freida Pinto, Camilla Belle, Andy Garcia, Nathalie Love, Cody Horn, Jacqui Getty, Eric Buterbaugh, Greg Chait, Alex Israel, Jennifer Meyer, Ryan Hastings, Bettina Korek, Alisa Ratner, Hopper Penn, Gia Coppola, Tallulah* and *Scout Willis, Ethan Peck*, and *Dominik Garcia-Lorido, Jessica de Ruyter, Kelly Lynch, Kelly Sawyer, Erica Pelosini, Kate Brien, Brigitte Romanek, Crystal Lourd, Minnie Mortimer, Marlien Rentmeester*, and more.

The store opening also signaled the launch of *100 Years 100 Days*, a digital platform celebrating the 100-year parallel stories of both Salvatore Ferragamo and Hollywood, offering daily posting of exclusive events, films, features, collaborations and shoppable experiences – over a 100-day period – at icons.ferragamo.com.

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