



**SALVATORE FERRAGAMO CELEBRATES
THE REBIRTH OF ITS PARIS FLAGSHIP WITH AN EVENING
HIGHLIGHTING THE SPLENDOUR OF ITALIAN CRAFTSMANSHIP**

Paris, July 6th, 2016 - Salvatore Ferragamo celebrated a new chapter of its Avenue Montaigne flagship store last night with a Florentine themed cocktail event in Paris. The evening saw the storied luxury house spotlight its Italian heritage and craftsmanship by inviting eminent guests to observe first-hand the skills of its master artisans.

Hosted by Chairman of Salvatore Ferragamo, Ferruccio Ferragamo, the event was held to honour the store's reopening, following its expansion and renovation, and brought the splendour of Florentine living and the finest of Italian craft into the refined, Parisian setting. Presented over two floors of interconnected rooms, designed to evoke the classic Parisian apartment, the flagship features original stucco detailing, chevron oak flooring, wool and silk carpets, and a mix of French and Italian 20th-century design.

Against the backdrop of understated chic, craftsmen worked 'live' on framed podiums, creating three of Ferragamo's most iconic pieces – the men's Tramezza shoe, the Tirassegno pump, and a Limited Edition women's bag – unveiled for the first time on the night – paying tribute to the store's locale with an inner plate adorned with the French *tricolore* flag and a discreet, French inscription.

Celebrity and VIP attendees, including Josephine De La Baume, Marie-Ange Casta, Sonia Sieff, Praya Lundeberg, Miroslava Duma, Erica Pelosini, Veronika Heillbrunner, Gilda Ambrosio, Candela Novembre, Lauren Reminton-Platt and model James Rousseau, entered the store via a specially constructed Florentine garden with large-format vegetalized topiaries, pruned into the shapes of Ferragamo icons – such as the groundbreaking Rainbow wedge and the signature Gancio emblem. Sipping classic Italian cocktails and observing a live illustrator sketching the splendours of Firenze, such as the Neptune Fountain, Ponte Vecchio, Palazzo Pitti, and Palazzo Uffizi, guests watched the premiere screening of 'Timeless Moments – a Celebration of Made in Italy', an intimate short film that captures the Made in Italy artistry and time-honoured traditions of the craftsmen at the heart of the Ferragamo brand.

Of the event, Ferruccio Ferragamo commented, "This evening has provided the ideal opportunity to celebrate the splendour of Florentine living and Italian craft – so key to the heart and spirit of our brand – within the setting of one of Paris' chicest and most luxurious locations, Avenue Montaigne. We are proud to say that Ferragamo's beautifully crafted products, put together by the hands of generations of skilled Italian craftsmen, are a fitting *lingua franca* for today's peripatetic consumer of luxury goods."