

SALVATORE FERRAGAMO PRESENTS SWITCH BELT,

#SwipeToSwitch

It's called **Switch Belt**, the new men's accessory from the Salvatore Ferragamo Pre-Fall 2018 collection. Versatile, adjustable and interchangeable, it's a "two-in-one" belt that conveys a casual, creative mood.

The iconic Dual Buckle with its fine craftsmanship is the result of innovation: by means of a simple mechanism, the Dual Buckle can be replaced by another pair of buckles chosen by the client.

Switch Belt is presented in exclusive and distinctive *packaging*, consisting of an exquisite *box* containing the belt itself – in grained leather on one side and a smooth, *matte* effect on the other –, a Double Buckle available in three different finishes – gold, silver or gun-metal – and a second space for adding another pair of buckles to be chosen at the time of purchase from a wide range of colours and materials. Thanks to the different combinations of colours and materials in the two sections, it is possible to create up to **225** versions from the same product.

Available from late April 2018 onwards in the 25 top Salvatore Ferragamo stores worldwide, as well as on the brand's e-commerce platform, Switch Belt forms the main focus of the **#SwipeToSwitch** communications project: through mini video and photo gallery images, this will give the product multi-media visibility by means of print, web, e-commerce, influencers and user-generated contents.

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