



SALVATORE FERRAGAMO OPENS ITS FIRST BERLIN STORE

Salvatore Ferragamo, one of the global leaders in the luxury sector, announces the opening of its first store in Berlin, the vibrant capital of Germany.

The new boutique is situated in Kurfürstendamm, one of the most famous high-class shopping streets in the capital and hosts all of the important stores of the luxury fashion industry.

The store - which extends over a total surface area of about 290 square metres- is located in a historical building, designed by Robert Leibnitz. The interior design of the boutique combines modern amenities with the original characteristics of the venue such as the wall frieze, the groin vaults, the ornamental plasters and the most spectacular Art Nouveau, two storeyed, bookshelf from Vienna, that runs along the full length of the store. Also the furnishings were selected in terms of the same harmony: glossy lacquer walnut with typical mirrored grain pattern and steel inserts, travertine, leather and different shades of wallpaper from white over cream up to bronze convey a relaxed, comfortable atmosphere. The tables in the centre feature a sophisticated 40's design and the seating is upholstered in leather and weaved fabric. The interior design is accomplished by parquet paved as a chessboard with contrast borders in the women's area and Italian herringbone for the men's area as well as a lightning concept which values both the product and the evocative architecture of the space.

The Salvatore Ferragamo boutique offers, the men's and women's collection and all product lines: RTW, shoes and leather accessories, as well as eyewear, watches and perfumes.

Furthermore the Berlin store is the only one in Germany where customers can buy the Salvatore Ferragamo Creation's Collection, the exquisite revival limited edition collection of Salvatore Ferragamo's iconic shoes and bags, entirely made by hand.

Salvatore Ferragamo S.p.A.

Salvatore Ferragamo S.p.A. is the parent Company of the Salvatore Ferragamo Group, one of the world's leaders in the luxury industry and whose origins date back to 1927. The Group is active in the creation, production and sale of shoes, leather goods, apparel, silk products and other accessories, along with women's and men's fragrances. The Group's product offer also includes eyewear and watches, manufactured by licensees. The uniqueness and exclusivity of our creations, along with the perfect blend of style, creativity and innovation enriched by the quality and superior craftsmanship of the 'Made in Italy' tradition, have always been the hallmarks of the Group's products. With approximately 4,000 employees and a network of over 640 mono-brand stores as of 30 June 2015, the Ferragamo Group operates in Italy and worldwide through companies that allow it to be a leader in the European, American and Asian markets.