

# Salvatore Ferragamo

## SALVATORE FERRAGAMO DESIGNED RON HOWARD'S "RUSH" WARDROBE

The exclusive world première of “**RUSH**”, the new film directed by the Academy Award® Winning director Ron Howard, will open internationally on 13 September.

Based on a true story, “**RUSH**” is set in the epic 1976 racing season, at the pinnacle of Formula 1's golden era, and focuses on the legendary rivalry between two great opponents: Niki Lauda played by Daniel Brühl and James Hunt played by Chris Hemsworth, both iconic sportsmen of their time.

The story explores the no-holds-barred rivalry of the two drivers, who are chalk and cheese in terms of character and lifestyle: on the one hand the cold and methodical Austrian Niki Lauda and on the other the unpredictable British playboy James Hunt.

**The costumes worn by Niki Lauda's and his wife Marlene Lauda's characters were designed by Salvatore Ferragamo.**

Massimiliano Giornetti, creative director at Salvatore Ferragamo, explained “I created Niki Lauda's character's wardrobe for the film with his most distinctive traits in mind, an extremely determined sportsman, obsessed with perfection, never leaving anything to chance, whether it be a strategic move or a stylistic detail. To reflect his strong and unyielding character, I chose exclusive fabrics, clean cuts and sharp forms for his clothes: from impeccably tailored fitted Prince of Wales jackets to short suede jackets with leather trim combined with denim. A stylish and subtly refined allure that is also the epitome of pure intrinsic elegance. All of which imbued with the unmistakable fashion sense of the 1970s, which remains a source of highly modern inspiration”.

A reinterpretation of contemporary luxury for a style that weaves together the culture of yesterday and the speed of today in a totally unique manner.

### **RUSH**

Directed by Ron Howard

Original Screenplay by Peter Morgan

Cast: Chris Hemsworth, Daniel Brühl, Olivia Wilde, Alexandra Maria Lara

Produced by Andrew Eaton, Eric Fellner, Ron Howard, Brian Grazer, Peter Morgan and Brian Oliver

Executive Producers Exclusive Media, Cross Creek and Todd Hallowell