



PRESS RELEASE

Milan, 19th Settembre 2014

Salvatore Ferragamo launches the new feminine fragrance: Emozione.

In the renowned scenario of the Milan Fashion Week, Salvatore Ferragamo launches its new feminine fragrance, within the baroque surroundings of the Palazzo del Senato. On this special occasion, the courtyard of the archive of the state palace was transformed into an Italian renaissance garden.

The Ferragamo family members, Ferruccio Ferragamo, Giovanna Gentile Ferragamo and Leonardo Ferragamo welcomed the guests along with Michele Norsa, CEO of the Group, Massimiliano Giornetti, Creative Director and Luciano Bertinelli, CEO of Ferragamo Parfums.

The evening started with an exclusive cocktail for more than 600 guests of international attendance. Socialites **Yasmin** and **Amber Le Bon**, top models **Liu Wen** and **Toni Garn** and Italian actress **Vittoria Puccini**, all attended the event, in Ferragamo total looks.

A special performance by renowned Italian pianist and composer, **Ludovico Einaudi** coupled with the magical 3D projection on the fascinating arches of the court.

Within this breathtaking atmosphere, **Malgosia Bela**, international top model and face of the fragrance, made her entrance into an evening of poetry, music and glamour.

The party continued with a deejay set by – **Amber Le Bon**, daughter of Simon, leader of the Duran Duran band and **Emilie Fouilloux**, ballerina for more than 20 years in international corps de ballet. A truly emotional **Friday Night Emotion**.

Emozione Eau de Parfum: a multifaceted fragrance that combines feminine floral bouquets to a refined and precious woody texture enriched with a touch of sensual, glamorous chypre notes.