



**SALVATORE FERRAGAMO FOLLOWS THE SUCCESS OF ITS
SARA BATTAGLIA FOR SALVATORE FERRAGAMO
WOMEN'S LEATHER COLLECTION WITH NEW COLLABORATION**

Salvatore Ferragamo, the Italian luxury fashion House, follows the success of last year's Sara Battaglia for Salvatore Ferragamo women's capsule leather goods collection with a new collaboration with the Italian bag designer.

Combining quirkiness with complex craftsmanship, geometric patterning with curvaceous forms, and linking heritage to modernity, the Sara Battaglia for Salvatore Ferragamo Pre-Fall 2017 collection channels founder Salvatore Ferragamo's restless desire for innovative design in a series of striking bags created for the modern woman.

Consisting of six models in an assortment of styles, the collection sees Sara Battaglia playfully juxtaposes two classic Salvatore Ferragamo motifs: the zigzag and the House's signature 'Gancio' emblem. From Salvatore's own design repertoire through to the current Fall/Winter 2016-17 Women's Ready-to-Wear collection, the zigzag has long been a Ferragamo hallmark, and Battaglia reworks the geometric icon with her touches of construction and color, providing fresh attitude, femininity and Italian spirit.

The zigzag becomes the vertical patchwork that forms the entire body of the shopping bag, presented in both graphic black and white and muted 'winter' rainbow; totes and flapbags incorporate the same jagged visual device into intricate stitching details and the multi-layering of finest leather – then softened by the presence of the rounded golden Gancio lock; the bucket bag, meanwhile, extends the Gancio into an oversize metal handle, crowning the signature black-and-gold aesthetic pairing of the bag's nappa leather and studded zigzag body. An accompanying range of fur charms has been designed to attach to any bag; echoing the zigzag motif, the charms – one in black-and-white, and two in color – add further vibrancy to the collection and highlight Sara Battaglia's own exuberant design sensibility.

By combining a rich understanding of Italian craftsmanship with her family's longstanding artistic lifestyle, Battaglia has garnered acclaim for her fresh and modern bag designs. "I'm excited and honored to be collaborating once again with the House of Salvatore Ferragamo," says Battaglia. "I consider this collection to be the confirmation of our shared values, our similar creative mindset, and our collective commitment to quality craftsmanship and the notion of Made in Italy."

"We are delighted to be presenting this new capsule collection with Sara Battaglia," adds James Ferragamo. "The success of last year's collaboration is testament to the principles we and Sara share, and having been keen to explore new ways to push craftsmanship and innovation, this second collection feels even more daring in its vibrancy, quality and contemporary spirit."

The Sara Battaglia for Salvatore Ferragamo Pre-Fall 2017 collaboration represents the latest example of Salvatore Ferragamo's historical mentoring, which started with the founder's investment in Italy's world-class craftsmanship, and continues today through the company's Fondazione Ferragamo which sponsors both college and graduate artisans.

The Sara Battaglia for Salvatore Ferragamo collection will be available to purchase both in stores and online at www.ferragamo.com from April 2017.