



SALVATORE FERRAGAMO TO UNVEIL 'FERRAGAMO MINI' LINE AT PITTI BIMBO

Ferragamo MINI, an exclusive capsule collection of children's footwear and accessories from luxury Italian house Salvatore Ferragamo, unveils at this season's Pitti Bimbo, the international fair showcasing the latest in children's fashion and lifestyle products.

Designed for girls and boys aged 3 - 8 years old, the collection exudes the same romantic yet spirited charm as its adult counterparts. Reworking a selection of iconic Ferragamo styles, such as the Varina ballet flats, the Double Gancio mocassins, Ferragamo MINI showcases those pieces that define the House's understated and modern chic – but mini!

With the same commitment to finest Italian craftsmanship, *Ferragamo MINI*, which also features sneakers and bold miniature Vara handbags, proves that elegance is both ageless and fun, as the whole family can mix and match complementary styles as, together, they revel in *Lo Splendore della Vita* [the splendour of life].

An accompanying film captures the same light-hearted sensibility that flows through the womenswear and menswear ready-to-wear campaigns, with children joyfully tucking themselves between curtains, chairs and pillows in a game of hide-and-seek – yet with the same colourful burst as Mama and Papa's contemporary abstract prints, they don't remain hidden long...