

# Salvatore Ferragamo



## Ferragamo Debuts FIAMMA, the new *handbag collection* inspired by family legacy

A masterpiece of leather craft, FIAMMA, the new handbag collection from Salvatore Ferragamo Creative Director Massimiliano Giornetti, draws inspiration from the different female generations of the Ferragamo family and their enduring influence on the House today. Ultra-sophisticated design and unique construction reflect the inherent DNA of Ferragamo's legacy and future through the harmonious mix of exquisite materials including calfskin, python, ostrich, pony hair and crocodile adorned with sleek metal hardware details.

### THE PROJECT

In May 2014, FIAMMA will launch in New York at a global event to celebrate the second chapter of L'Icona, with a short film and interview series featuring a fascinating cast of international families and their female generations. Named after Salvatore's late daughter Fiamma Ferragamo, the house's leather accessories and shoe designer for almost 40 years who founded the iconic Vara, the digital experience will stay true to its namesake by recognizing women and families for their inherited legacies - unique talents, reputations, impeccable achievements, and inherent styles - captured in an intimate and personal environment, whilst discussing their shared and common traits.

### THE HANDBAG

The film vignettes and portraits will showcase the new FIAMMA handbag collection, cast alongside a curated group of internationally relevant women, incorporating Ferragamo signatures – innovative design, interesting combinations of exotic materials, iconic silk print linings from the 1970's, novelty hardware stemming from the brand's origins to today- showcasing the House's classic heritage alongside new playful styles for the next generation.

The semi-circular top handle, designed in a range of five variant sizes, incorporates a functional pocket fastened with a lock that recalls the Gancio, the eternal symbol of Ferragamo's history and dedication to modern design and luxurious craftsmanship. A combination of undeterred quality and functionality translates into a rich series of luxe details: top-stitched ribbed handles, double zip hardware closure, removable adjustable shoulder strap and elegant satin lining.

In a select number of Salvatore Ferragamo boutiques the customers will have the option to personalize Fiamma with their initials on the luggage tag of the handbag.

Ferragamo will also premiere a special collection of miniature styles, a range of limited edition variants that highlight precious mixed materials including: fringe embroidered nappa, two-tone fox fur hand stitched onto aged snakeskin, tweed with degrade Swarovski crystals held by lizard skin handles, and calfskin with opulent stingray details.

The colour palette favours autumnal browns - Cocoa, Black, Moss and Rosewood - as well as seasonal shades such as Plum, Atlantic, Grape, and the lighter touch of New Bisque, while the refined finish lends the metal accessories a golden shimmer.

At the FW 2014 Show in Milan FIAMMA's first runway incarnation will be unveiled, focusing on exclusive exotics—total black crocodile, the combination of pony hair and calfskin, and the sensual softness of palmellato buffed calfskin, complimented by metal handles.

Salvatore Ferragamo once again underlines the storied House's inimitable style and interpretation of modern luxury with FIAMMA.