



CELEBRATING 20 YEARS IN MEXICO

SALVATORE FERRAGAMO ENDS ITS CELEBRATIONS WITH AN EXCLUSIVE GALA DINNER HOSTED BY JAMES FERRAGAMO

Mexico City, November 30th, 2017. Salvatore Ferragamo, a world leader in the luxury goods sector for over 90 years, celebrated its 20th anniversary in Mexico with VIP customers and special guests, business partners, celebrities and the press in the heart of Mexico City.

The festivities culminated in an exclusive gala dinner at Claustro de Sor Juana hosted by James Ferragamo, Director of Men's and Women's Leather Goods. Over 160 guests attended the glamorous dinner, including society and celebrities: Cecilia Suárez, Zarina Rivera; Julio Ramírez; Lisette Trepaud, Orcar Madrazo, Greta Elizondo, Jesus Navarro, Arq. Miguel Angel Aragonés; Brenda Diaz de la Vega, Venus Fabricatore, Marié Therese y Manuel Arango, Paulina Díaz Ordaz; Pixie Devlyn, Gildo Medina.

Taking inspiration from its distinctive "Made in Italy" style and Mexican culture, Salvatore Ferragamo prepared a retrospective of the brand through visual experiences that took guests on a journey into the fantastic world of Salvatore Ferragamo for an exploration of some of the founder's most iconic creations brought to Mexico directly from Museo Salvatore Ferragamo in Florence, Italy, as well as his greatest muses: the divas of the golden age of film, the women who inspired him from the 1920's through to the 60's. Guests will see how the company has grown and changed as a new Ferragamo emerges since Paul Andrew joined the team as Creative Director of the Women's division. Inspired by the brand's historic archives and faithful to its founder's values of innovation, creativity and craftsmanship, Paul reinterprets Ferragamo creations with a renewed focus on feminine elegance.

Finally, a 20th anniversary commemorative bag was unveiled during the event. A masterpiece created in collaboration with a local artisan for the first time ever, in homage to the talent and creativity of its expert artisans, the "Special Edition for Mexico" bag is the perfect way for Salvatore Ferragamo to show its appreciation for the hospitality and loyalty that it has enjoyed on the Mexican market. A portion of the proceeds from the sale of each bag will be donated to Fundación Amigos del MAP and Fundación Origen.

Large photographs showing how the commemorative bag was made were displayed in the central courtyard of Claustro de Sor Juana. The dinner was prepared by renowned Chef Elena Reygadas whose menu was inspired by the culinary cultures of both Italy and Mexico, and at the end of the evening, as a final highlight, Jesus Navarro, singer for the music group Reik, performed for the delighted guests.

Salvatore Ferragamo

"I was proud to return to Mexico and see the development and penetration that we have achieved in this market," announced James Ferragamo. "It is a market that is growing day by day and that increasingly demands luxury items of exceptional craftsmanship like the one we created for this exciting event."

Salvatore Ferragamo S.p.A.

Salvatore Ferragamo S.p.A. is the parent Company of the Salvatore Ferragamo Group, one of the world's leaders in the luxury industry and whose origins date back to 1927.

The Group is active in the creation, production and sale of shoes, leather goods, apparel, silk products and other accessories, along with women's and men's fragrances. The Group's product offer also includes eyewear and watches, manufactured by licensees.

The uniqueness and exclusivity of our creations, along with the perfect blend of style, creativity and innovation enriched by the quality and superior craftsmanship of the 'Made in Italy' tradition, have always been the hallmarks of the Group's products.

With approximately 4,000 employees and a network of ca. 687 mono-brand stores as of 30 September 2017, the Ferragamo Group operates in Italy and worldwide through companies that allow it to be a leader in the European, American and Asian markets.