



**SALVATORE FERRAGAMO ANNOUNCES THE APPOINTMENT OF PAUL ANDREW
AS CREATIVE DIRECTOR, WOMEN'S COLLECTIONS**

Florence, October 5, 2017 – Salvatore Ferragamo is pleased to announce the appointment of Paul Andrew to Creative Director, Women's Collections, effective immediately. Andrew was named the brand's Design Director, Women's Footwear in September 2016 as part of an initiative to reimagine and reinvigorate Ferragamo's core business.

"Paul has a dynamic vision for the Ferragamo woman, which he has demonstrated with crystal precision and success in footwear over the past year. He has a sensitivity for the essential codes and values of the Ferragamo house, and is able to recast and reassert them with an exciting, modern energy. I am confident that with this new responsibility, Paul will now be able to creatively unify all categories of the women's business with coherence and synergy, strengthening our brand identity" said Eraldo Poletto, group CEO.

Andrew's appointment is fundamental to the strategic strengthening of Ferragamo's global position as a luxury lifestyle brand rooted in footwear and leather goods. As Creative Director, he will have oversight of the development of all women's product categories, as well as the creative contents of all marketing, communication and image activities.

"I am grateful for the confidence and trust the Ferragamo group and family have put in me. It has been a privilege to work with the expertise of one of the world's great fashion and leather goods houses. I am thrilled by the opportunities that lay ahead in forging a single, powerful identity for a new Ferragamo woman," said Paul Andrew.

Paul Andrew's debut women's collection for Ferragamo, all categories, will be presented for the Fall/Winter 2018/2019 season.



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. 680 mono-brand stores as of 30 June 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.

For further information:

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