

Salvatore Ferragamo

SALVATORE FERRAGAMO REOPENS ITS FLAGSHIP STORE ON FIFTH AVENUE, NEW YORK

Florence 12 April, 2012 - Salvatore Ferragamo, one of the most recognized luxury brands in the world, announces the reopening of its flagship store on Fifth Avenue in New York, which has been completely renovated. With an area of approximately 20,000 square feet, the New York store is now the Italian Maison's largest mono-brand store in the world.

The exhibition area, which extends over two levels, offers the complete range of Salvatore Ferragamo collections. The ground floor is dedicated to women, with handbags, shoes, accessories, silk, RTW and Creations. The ground floor also features a space created specifically for the jewelry collection - launched by Salvatore Ferragamo last fall - and exotic leathers, with a display designed to enhance and emphasize the preciousness of these products.

The upper floor, on the other hand, is devoted entirely to men and to collections including apparel, shoes, accessories, silk and fragrances for men, with an area reserved for custom made suiting.

The interior of the store elicits characteristics of luxury and elegance, hallmarks of the Ferragamo style, offering a sober and refined atmosphere that reflects the concept of Salvatore Ferragamo stores worldwide and that has been enhanced with special touches.

Walnut wood, Alcantara, jute and stone in cream shades, white Venetian plaster, and dark oak, are the materials that characterize the walls and floors. The impressive central staircase that connects the two sales floors is made of walnut and stone with precious details in polished steel.

The furniture, the colors and design of the spaces are carefully calibrated to envelop visitors in an intimate atmosphere that offers a contemporary shopping experience.

To reduce the ecological impact, all the lighting of the store has been designed using LED technology.

"The store on 5th Avenue is a very important showcase for our brand, both for the American market as well as international customers, because it is located in a strategic position within one of the most important cities in the world" says Michele Norsa, Michele Norsa, CEO of Salvatore Ferragamo. "The refit of the boutique is also part of a growth plan which, in addition to the opening of new mono-brand stores, calls for the renovation and expansion of retail space within existing stores to improve performance even further."

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Salvatore Ferragamo S.p.A. is the parent company of the Salvatore Ferragamo Group, one of the world's leaders in the luxury goods sector and whose origins date back to 1927. The Group is active in the creation, production and sale of shoes, leather goods, clothing, silk products and other accessories, as well as women's and men's perfumes.

The Group's product range also includes eyewear and watches, manufactured by licensees.

Attention to uniqueness and exclusivity, with a perfect blend of style, creativity and innovation enriched by the quality and craftsmanship of the 'Made in Italy' tradition, have always been the hallmarks of the Group's products.

With over 3.000 employees and a network of 593 single-brand stores as of 31 December 2011, the Ferragamo Group operates in Italy and worldwide through companies that allow it to be a leader on European, American and Asian markets