



## **SALVATORE FERRAGAMO PARTICIPATES IN THE GREEN CARPET FASHION AWARDS, ITALIA 2017**

Sunday, September 24, the Italian luxury fashion House Salvatore Ferragamo took part in the first Italian edition of the Green Carpet Fashion Awards, a ceremony promoted by Camera Nazionale della Moda Italiana in collaboration with Eco-Age and Livia Firth, the worldwide ambassador of sustainable fashion, and dedicated to the combination of glamour and sustainability, as well as to the promotion of Made in Italy.

The event, which took place in the beautiful Teatro alla Scala, was joined by the most prominent Italian fashion houses, each presenting an outfit created according to the strict criteria laid down in the guidelines of the CNMI "Sustainability Manifesto".

Karolina Kurkova – the top model with whom Salvatore Ferragamo has a long-standing relationship – wore a dress specially created for the occasion, embroidered with floral applications. The outfit was made of silk organza woven and printed with GOTS certified fibers, produced according to biological agriculture criteria; and of Orange Fiber fabric, the exclusive Italian patented yarn made from orange juice scraps. Also the accessories – a handbag model from the Museo Salvatore Ferragamo collection, and a pair of "F" wedge sandals – were created for the occasion and made of the innovative material, which had already been the protagonist of the Ferragamo Orange Fiber Collection, the capsule presented for the Earth Day 2017.

"Since the beginning – said Ferruccio Ferragamo, Chairman of the Group – my father took specific attention and was greatly interested by innovative materials, which he always interpreted and use in creative, new ways. Taking part in this beautiful event is for us a way to further reinforce the global awareness of how important it is to preserve our environment. Social and environmental responsibility are today a duty for any business intending to thrive and develop."

For several years, Salvatore Ferragamo has been one of the luxury brands actively committed to social and environmental responsibility, to the point that it has established a Green Team exclusively dedicated to the development of multiple initiatives relating to these themes. The company, which participates in the Tavolo della Sostenibilità at the Camera Nazionale della Moda Italiana, started in 2014 to draw up a Sustainability Report, awarded that year with the prestigious Bilancio Sociale Aretè prize in the category Large Companies. In 2016, Salvatore Ferragamo published its first Group's Sustainability Report.

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