

Salvatore Ferragamo

**SALVATORE FERRAGAMO'S NEW EXHIBITION DEDICATED TO MARILYN MONROE
OPENED YESTERDAY WITH AN EXCLUSIVE COCKTAIL PARTY
AT PALAZZO SPINI FERONI TO CELEBRATE THE INTERNATIONAL ICON**

Florence, 20th June 2012 - Yesterday, Tuesday 19th June, Salvatore Ferragamo opened a retrospective on Marilyn Monroe, fifty years after her death.

This latest exhibition at Museo Salvatore Ferragamo, entitled "Marilyn", was officially opened to the public in the evening with an exclusive cocktail party held at Palazzo Spini Feroni. Guests included Rose Byrne, Anna Sophia Robb, Violante Placido, Valeria Solarino, Florentine officials, socialites and members of the international press.

They were greeted by hostesses wearing the famous white dress from "The Seven Year Itch".

At the party, organised by Federico Salza, special cupcakes were served topped with white icing and a scarlet kiss, inspired by the actress's lips.

A stunning setting on its own, Palazzo Spini Feroni was decorated for the occasion with red roses, a flower so dear to Marilyn that after her death, Joe DiMaggio had a bouquet of red roses delivered to her grave three times a week for twenty years.

The exhibition, which explores the timeless myth of this legendary actress and her complex, controversial personality, will remain open at Museo Salvatore Ferragamo until January 2013. On display are a number of the shoes created specifically for her by Salvatore Ferragamo, costumes from her most famous roles, and her personal clothing - all from private collections.