



**THE SALVATORE FERRAGAMO FLAGSHIP STORE  
AT THE HONG KONG MANDARIN ORIENTAL  
REOPENS AFTER ITS COMPLETE RENOVATION AND EXPANSION**

Florence, 25 November 2013. Salvatore Ferragamo, one of the world's most renowned luxury brands, announces the reopening of its fully renovated flagship store at the Mandarin Oriental Hotel in Hong Kong.

Situated in the heart of one of the most exclusive international shopping areas, the Salvatore Ferragamo store in Hong Kong has become a major landmark in the city since it first opened in 1986.

Following the renovation, the flagship store now spans a total surface area of roughly 350 square metres, showcasing the brand's men's and women's collections in special areas devoted to the various product ranges: from shoes and bags to eyewear and fragrances, watches and silk, accessories, the men's ready-to-wear lines and jewellery.

The boutique's interior is elegant and luxurious, in line with Ferragamo's signature style, creating a refined, understated ambience with a decor that reflects the design concept for Salvatore Ferragamo stores around the world. The furnishings, colours and structure of the space are perfectly balanced to welcome guests into an intimate atmosphere that offers a modern shopping experience.

To mark the reopening of its Hong Kong historic flagship store after the renovation, Salvatore Ferragamo officially unveiled its "L'Icona Ferragamo" project in Greater China, an online initiative to celebrate and promote the rediscovery of the Vara, Ferragamo's most famous women's shoe. For the launch of "L'Icona Ferragamo", in an evocative series of shots, US based photographer Cedric Buchet has captured various moments in a day in the life of a handful of iconic women, each wearing the Vara or Varina in her own personal style. Visitors from Greater China will be able to view the photographs on the Group's website in a specific section dedicated to the project.

**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 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 over 610 mono-brand stores as of 30 June 2013, the Ferragamo Group operates in Italy and worldwide through companies that allow it to be a leader on European, American and Asian markets.