



**SALVATORE FERRAGAMO CELEBRATES THE REBIRTH  
OF ITS TOKYO GINZA FLAGSHIP STORE WITH AN EVENING HIGHLIGHTING  
THE SPLENDOUR OF FLORENTINE ART AND CRAFTSMANSHIP**

*Tokyo, 10th November 2016.* Salvatore Ferragamo celebrated a new chapter in the life of its Tokyo Ginza flagship store last night with a cocktail event that brought a taste of Florence to Tokyo. The renowned luxury house highlighted its Italian heritage and tradition of craftsmanship by offering special guests a first-hand look at how its master artisans skilfully work their trade. It also projected a spectacular video mapping of Florentine art and gardens interpreted in a whimsical cinematic fashion onto the store's façade.

Hosted by the Chairman of Salvatore Ferragamo, Ferruccio Ferragamo, the event was held to honour the store's reopening in the wake of its expansion and renovation, and filled the refined Tokyo setting with the splendour of Florence. Encompassing three floors for a total surface area of approximately 600 square meters, the store has been designed to evoke quintessential Italian hospitality and sophisticated Italian interiors from the 1930s to the 1950s. The new store features pieces designed by Gio Ponti, such as exquisite vintage Venetian glass vases from the 1940s to 1960s, sofas and chairs imported from Italy and original handmade rugs. The façade has been revamped and beautifully decorated to give a sensation of light. The rooftop façade, boasting a 360° view, is destined to become a new landmark in Ginza.

Celebrity and VIP attendees, including Rola, Hiro Mizushima, Reiko Takagaki, Alisa Urahama, Kiki Sukezane, SARAMARY, SUN WEI, Mayuko Arisue, ELLI-ROSE, Kumiko Funayama, Iruka, Emi Renata, Mai Watanabe, Mademoisele Yulia, Mappy, Matsu-yu, Rei Shito, Sen, Takashi Sakurai, Rihito, Laurent, Tetsuya Chihara and Ayako Suwa, entered the store where ceiling to floor kakejiku hanging scrolls, caught their eye. The kakejiku were a tribute to Japanese culture, re-interpreted by celebrated artist Sabine Pigalle to bring to life the link with Florence and the strong silk history of the Ferragamo house.

In this setting of understated chic, guests observed craftsmen working on framed podiums, making two of Ferragamo's most iconic products – the men's Tramezza shoe and exclusive jewellery pieces – showcasing the true made-in-Italy artistry and time-honoured traditions of Italian craftsmen that are essential to the Ferragamo brand. A few pieces were unveiled for the first time, including an 18-kt white gold and white diamond parure, in the most luxurious interpretation of the Gancio, Ferragamo's iconic symbol, ever.

CEO of the Ferragamo Group Eraldo Poletto commented "I am honoured to be here in Ginza tonight. The curiosity of the Japanese people, their love of art, culture, design and travel is an inspiration for us. Of our 80 stores in Japan, we are proud to offer the finest Italian lifestyle experience here in Ginza, a beautiful home for the quality, creativity and elegance synonymous with our brand "

Of the event, Ferruccio Ferragamo added, "My father visited Japan only once, in 1958, but he always cultivated a keen interest in its history, art and culture, and we have embraced his pioneer spirit by strengthening the brand's ties to this country. Indeed, I am here on behalf of the entire Ferragamo family to celebrate the splendour of Florentine lifestyle and Italian craftsmanship, the very heart and soul of our brand, in one of Tokyo's most prestigious locations: Ginza Chuo-dori Street. The reopening of this – our largest store in Japan – is the perfect occasion to celebrate our longstanding relationship with this country."

**#FerragamoGinza**