

Salvatore Ferragamo

#FerragamoStudioBag

Florence, May 15 - Salvatore Ferragamo celebrates the launch of The Ferragamo Studio handbag under the Creative Direction of Paul Andrew with New York based, European artist Ana Kras. The studio is revered as a powerful space for creatives to design, photograph, dance and ultimately explore the endless depths of the imagination, just as it was for Salvatore Ferragamo himself.

The Ferragamo Studio Bag celebrates the founder's first studio, the Hollywood Boot Shop in California with a digital project marking the first exploration of the distinct colours developed for the Pre-Fall 2018 Collection by Paul Andrew. Through a series of images and short films, Kras opens up her private art studio as she celebrates talent and craft, each inspired by a distinct colour and style of the Ferragamo Studio Bag. Artisanal craftsmanship becomes the seamless link between Ferragamo's dedication to Made in Italy, the Florentine tradition of handmade craft, and the delicate yet precise, refined movement of the artist's hands – the ultimate tool of her trade across all media – a simple reminder of skilled workmanship.

Kras explores art, fashion and her creative process, "The Ferragamo Studio bag symbolizes a desire for timeless iconicism, a merit the Ferragamo house is internationally known for and one I remember well from my youth."

Ana embodies the essence of the Ferragamo Studio woman: an independent, contemporary creative with effortless personal style and purpose, demanding form and function. The artist works in several different fields simultaneously - furniture and object design, interior architecture, drawings, paintings, sculptures, photography and fashion.

Follow @ferragamo across the brand's official social media channels as the series #FerragamoStudioBag unfolds.

ferragamo.com/the-studio-bag

About Ana Kras

Ana Kras is an internationally renowned artist, her work exhibited worldwide in numerous group and solo shows, furniture fairs, and editorial features. In 2017 her book of photographs 'Ikebana Albums' was published by Prestel. Her latest show - Peana – displayed textile works by the designer at the Untitled Art Fair in Miami during Art Basel in December 2017.

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 industry and whose origins date back to 1927.

The Group is active in the creation, production and sales of shoes, leather goods, apparel, silk products and other accessories, along with women's and men's fragrances. The Group's product offer also includes eyewear and watches, manufactured by licensees.

The uniqueness and exclusivity of our creations, along with the perfect blend of style, creativity and innovation enriched by the quality and superior craftsmanship of the 'Made in Italy' tradition, have always been the hallmarks of the Group's products.

With approximately 4,000 employees and a network of 678 mono-brand stores as of 31 March 2018, the Ferragamo Group operates in Italy and worldwide through companies that allow it to be a leader in the European, American and Asian markets.