



**SALVATORE FERRAGAMO CELEBRATES THE REOPENING OF ITS MOSCOW
STOLESHNIKOV BOUTIQUE
WITH THE “ISLAND OF SALVATORE FERRAGAMO SILK” EVENT**

28 November 2014. Salvatore Ferragamo, one of the world’s most renowned luxury brands in the world, celebrated the reopening of its Moscow flagship store.

The boutique is situated at Stoleshnikov Lane 16-18, one of the city’s most prestigious shopping streets, in an area that has been home to stores and merchants’ residences since the middle of the 19th century, historically considered the heart of Moscow.

The Ferragamo boutique offers both the men’s and women’s collections and all product lines: RTW, shoes and leather accessories, as well as eyewear, watches and perfumes. For the first time at the new store and on the Russian market, the jewellery line initially launched in late 2011 in Europe, Salvatore Ferragamo Jewels, is being presented, in addition to Ferragamo’s Creations.

To celebrate this reopening, **Salvatore Ferragamo unleashed an island of Silk on Moscow with a special event** to offer guests a unique experience through the colours, imagination and creativity found in silk and to tell the story of Salvatore Ferragamo through this special product.

Three separate areas will be set up in the space adjacent to the store.

The main area, which guests enter directly from the street or from the new store, is devoted to Silk, the fabric from which women’s clothing and shoes are made. The panels covering the walls depict silk scarf prints from Ferragamo’s early days to the present, silk scarf dresses and a giant silk shoe.

Guests continue on into the Immersive Room, where video projections and light shows carry them through a three-dimensional silk experience. Images of flowers and leaves grow and transform into stunning plants, animating the Ferragamo jungle as they fill it with spectacular shapes and colours.

Finally, the Craftsmanship Room is a reproduction of one of the rooms in Palazzo Spini Feroni in Florence, the brand’s historic headquarters, where Salvatore Ferragamo artisans - travelling to Moscow from Italy specifically for the occasion - will take turns showing guests how a Salvatore Ferragamo product is crafted.

Salvatore Ferragamo

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 3,800 employees and a network of over 630 mono-brand stores as of 30 September 2013, the Ferragamo Group operates in Italy and worldwide through companies that allow it to be a leader on European, American and Asian markets.

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