



**SALVATORE FERRAGAMO CELEBRATES MASTER CRAFTSMANSHIP  
WITH EXCLUSIVE TRAMEZZA MADE TO ORDER MEN'S FOOTWEAR PROGRAM**

*Milan, June 2016* - Salvatore Ferragamo, the Italian luxury fashion House, celebrates a century-long commitment to master craftsmanship with the launch this season of an exclusive made-to-order Tramezza men's shoe program. Highlighting the exceptional quality and construction of the Tramezza range - the most prestigious segment of Salvatore Ferragamo men's footwear, utilizing only the finest premium materials - the new TRAMEZZA MADE TO ORDER program presents elegant new styles and exclusive customization options that provide the pinnacle of uniqueness, based on one's personal tastes.

Launched in September 2016, the new TRAMEZZA MADE TO ORDER program is steeped in Salvatore Ferragamo's iconic Giglio men's footwear line, taking three classic typologies - the Oxford, the Monkstrap, and the Monkstrap Boot - and offering detailed customization of each style, material, color and buckle finish, along with personalized lettering on the sole, in order to create a vast number of combinations. The made-to-order customization process can be activated both in-stores and online using a specially designed web configurator. To coincide with the TRAMEZZA MADE TO ORDER launch, a TRAMEZZA LIMITED EDITION range of further Giglio styles will also be made available, the ensemble presented in distinctive packaging, where the Ferragamo red shoebox will resemble a small personalized trunk.

A traditional handcrafting process, Tramezza represents the ultimate in men's handcrafted footwear. The procedure entails a thick yet flexible layer of leather sandwiched between the in-sole and the sole, offering long-lasting form and perfect bonding of sole and upper, and becoming the defining feature of the shoe. The highly complex construction process carried out in the Salvatore Ferragamo workshops has 260 separate, standardized phases requiring over six hours work by an expert shoemaker and over four days shaping of the upper on a last.

One of the marks of excellence in Ferragamo tramezza models is the selection of materials: the upper is made of top quality hand-finished leather, the inside lining in the heel area is an anti-slip leather turned inside out, the stiffening on the toe and heel is made of natural materials attached with ecological adhesives enabling the upper to stay flexible, the insole is soft vegetable-tanned leather, the sole is real leather and the heel is leather and anti-slip rubber.

An impeccable balance of tradition and modernity, the Tramezza construction shoe is the most exclusive segment of Salvatore Ferragamo men's footwear. Prestige detailing, clean lines, quality materials and comfortable fit are the hallmarks of all Ferragamo shoes but they approach the sublime when the tramezza technique is combined with the craftsmanship and tradition of an almost century old brand.