



## SALVATORE FERRAGAMO OPENS A MONOBRAND BOUTIQUE IN COPENHAGEN

Salvatore Ferragamo, one of the world's most renowned luxury brands in the world, announces the opening of its first monobrand boutique in Denmark, inside the prestigious Department Store ILLUM, in Copenhagen, on Østergade, marking the launch of the Florentine brand's direct presence in Scandinavia. The new Salvatore Ferragamo store, which extends over a total surface area of about 180 square metres, and has two display windows overlooking the street, offers Men's and Women's leather collections, together with silk accessories, eyewear, watches and fragrances.

The store's interiors, which embody the elegance and luxury that are the hallmarks of Ferragamo style, make use of select materials such as travertine, high-gloss lacquered walnut, gilded brass and Venetian stucco.

Access to the store is both from the street and from inside the department store ILLUM, through a passage made of slats of light and stone. Founded in 1891, ILLUM is the premium shopping destination in Scandinavia, with a vast selection of the best international fashion and luxury labels, as well as a variety of Scandinavian brands. In 2013, ILLUM was acquired by La Rinascente as part of the retailer's strategic plan to expand abroad.

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 perfume. The Group's product range also includes eyewear and watches, manufactured by licensees. Attention to uniqueness and exclusivity, combined 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 about 4,000 employees and a network of over 640 single-brand stores as of 31 December 2014, the Ferragamo Group operates in Italy and worldwide through companies that allow it to be a leader on European, American and Asian markets.