



SALVATORE FERRAGAMO REOPENS ITS WOMEN'S FLAGSHIP STORE IN ROME AND TWO MONO-BRAND BOUTIQUES IN CAPRI AFTER COMPLETE RENOVATIONS AND EXPANSION

20 May 2014. Salvatore Ferragamo, one of the world's most renowned luxury brands, announces the reopening of its women's flagship store in Rome, updated with a completely new concept. At the same time, following renovations and expansion, the Florentine fashion label has also reopened two stores in Capri for its men's and women's collections, respectively.

In Rome's historic city centre, the Salvatore Ferragamo women's boutique is situated inside a late-nineteenth century palace on via Condotti, one of the capital's most exclusive shopping streets.

The store's interior – which spans two floors with a total surface area of roughly 310 square metres – is elegant and luxurious, in line with Ferragamo's signature style. The various product areas flow in a series of rooms that can be seen from the entrance, affording a view of the sophisticated spaces enhanced by distinctive touches.

Glossy and sensuous lacquered walnut, white and ivory stucco walls and natural raffia in the upholstery, along with glass and steel over a gold travertine structure for the stairway leading to the upper floor, lend a warm, welcoming, intimate feel.

The entrance to the store, which offers the entire range of Salvatore Ferragamo women's products, opens up to a space devoted to bags and leather goods. It continues with three rooms for shoes and one for Ferragamo's Creations. A space for silk accessories and a corner for jewellery and watches follow. The upper floor features a lavish display of bags and accessories, with two spacious rooms for the RTW collection in which papered walls alternate with mirrors and golden mother-of-pearl, set off by oak floors.

Along via Vittorio Emanuele, the women's mono-brand boutique in Capri covers a surface area of 165 square metres and offers all the brand's product categories, from RTW to shoes, bags and leather goods, silk and other accessories. The colours, furnishings and layout of the space are perfectly balanced to welcome guests in an intimate atmosphere and offer a modern shopping experience.

The men's boutique on via Carlo Serena, also in Capri, has reopened after a refit and expansion, with a refined, relaxed feel. Its 100 square metres are entirely devoted to the Salvatore Ferragamo men's collections.

Salvatore Ferragamo Sp.A.

Salvatore Ferragamo Sp.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.

Salvatore Ferragamo

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 3,700 employees and a network of 620 mono-brand stores as of 31 March 2014, the Ferragamo Group operates in Italy and worldwide through companies that allow it to be a leader on European, American and Asian markets.