



THE COMPLETELY RENOVATED MADRID BOUTIQUE REOPENS ON CALLE SERRANO

Florence, May 31st 2018 - Salvatore Ferragamo, one of the most recognizable and loved luxury brands in the world, announced the reopening of the Madrid boutique, which has been enlarged and completely renovated.

Located at number 68 of Calle Serrano, the most elegant street in the Spanish capital and home to the global luxury stores, the renovated Salvatore Ferragamo boutique is spread over two floors and covers an area of 321m². It overlooks the street with two large bright windows.

The reopening of the Madrid boutique in its new location aims to consolidate the presence of Salvatore Ferragamo in the strategic and constant growing Spanish market; the brand has, in fact, been present in the country since 2000 with its first corner in El Cort Ingles in Marbella. The next year sees the opening of the previous monobrand in Calle Serrano in Madrid, followed in 2006 by the Barcelona store. More recently, the openings of the monobrand in Valencia and Puerto Banus.

In Spain, Ferragamo is also present with corners in El Corte Ingles of Madrid and Barcelona.

The new Calle Serrano boutique stocks the men's and women's collections of the Florentine house: ready to wear, bags and shoes, small leather goods, leather and silk accessories, eyewear and fragrances. A section is also dedicated to the "Ferragamo Creations" collection, the exclusive line of women's shoes relaunching some of the most famous models in the brand's history, a perfect marriage of creativity, design, craftsmanship and Made in Italy style.

The store entrance opens with the men's and women's bags and leather accessories area; which then leads to the space housing men's shoes and onwards to the areas dedicated to men's leather and silk accessories, perfumes and the ready to wear collections. The first floor, accessed via a large marble staircase, is reserved for the women's world: from footwear - with a corner dedicated to the Creations collection - to silk, from leather accessories to bags, to two large rooms dedicated to the ready to wear collections.

Thanks to the combination of traditional and modern materials, as well as special lighting, the interior of the new store boasts a welcoming and refined atmosphere. The classic travertine floors of the ground floor and the parquet floors of the first floor, the furniture with rounded shapes in glossy lacquered walnut with brass and steel details, the walls covered in painted jute wallpaper, the mustard silk velvets and pink sofas are all characteristic of the environment, bringing a fresh and sophisticated style to the fore. The furnishings include different types of marble and the spaces are enriched with Made in Italy design pieces.

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.