



HIGH TECH HIGH CRAFT

Seoul, 30th March 2017. Salvatore Ferragamo celebrates a new chapter in its shoemaking history with the debut of the pre-fall 2017/18 women's footwear collection - the first created by newly appointed design director Paul Andrew.

The Italian luxury house, an international icon of shoe design and craftsmanship renown for nearly a century, has unveiled an extraordinary exhibition at the Shilla Hotel's Yeong Bin Gwan space in Seoul, showcasing its new collection of wardrobe-essential shoes like masterpieces of contemporary art. Top press representing the entire Asian region were welcomed at this special event.

Taking inspiration from the brand's quintessential styles and the design features of the new collection, the exhibition is a multi-sensorial experience that immerses guests in the world of Salvatore Ferragamo.

An installation of oversized, illuminated balloons fills the Yeong Bin Gwan garden, leading guests into the various art spaces where the shoes are displayed.

In a black room, mesmerizing video screens show colourful graphic images of the new shoe icons. In another room, a collage of abstract architectural images of Florence and shoes wraps around the kaleidoscopic shoe installation. Finally, in the third room, guests explore a modern, monochromatic world filled with the new signature pieces, which reinvent Ferragamo icons, reimagining and recasting design elements of the brand's illustrious past, from the signature black & gold and the late-1930s column heel to an updated 'F' wedge and Ferragamo's new flat: a sneaker in neoprene or high-tech stretch rib knit.

Seoul's elite attended the event, including celebrities Lee MinJung, Jung RyeoWon, SeolHyun, Lee SungKyung, Yoon EunHye, Oh YeonSeo, U-ie, Lee DongWook and Seo KangJoon.

Eraldo Poletto, CEO of the Ferragamo Group, announced, "We chose to launch the collection in Seoul because it is an interesting, growing luxury market. We are thrilled to unveil our shoes in an exciting, modern way in the transformed Yeong Bin Gwan venue, the perfect setting to highlight the contemporary spin that Paul Andrew has put on the brand's iconic style."

Describing the art installation, Paul Andrew added, "The exhibition and the event translate perfectly my intent to bring a new perspective to the company in line with the demands of today's marketplace, marrying the power of its legacy and industrial force with high design and the latest innovations in material and make. My concept is to return attention to the fundamentals that are the essence of Ferragamo - innovation, quality, and fit - and to communicate those values through product that is differentiated and relevant. I want to engage and introduce Ferragamo to a new generation of women."

"Paul Andrew's new collection is a revelation", said James Ferragamo. "He has captured the essence of our brand and its artisanal tradition and infused it with contemporary design elements and high technology, creating products that are both modern and beautiful."