

Salvatore Ferragamo

Salvatore Ferragamo celebrates the 50th anniversary of the Florence – Kyoto town-twinning

Florence, 16 April 2015– Salvatore Ferragamo visited Japan on only one occasion, in 1958, but always cultivated a deep interest in the country's millenarian history, art, and culture, often finding sources of precious inspiration in its exquisite aesthetics. This influence can be found in his famous *Kimo* sandals, a masterpiece designed in 1951 that combined sandals and interchangeable ankle socks in homage to the *tabi*, the white socks used by Japanese women wearing traditional *kimonos*.

Drawing on the elegance of the *Kimo* sandals, a symbol of the intense and constant dialogue between the Italian and Japanese culture, Salvatore Ferragamo chose Kyoto to run a day of exceptional events on April 15th 2015 as part of the celebrations to mark the fiftieth anniversary of the town-twinning between Florence and the ancient Japanese city.

To open the event a press conference was held with Dario Nardella Mayor of Florence, the Mayor of Kyoto Daisaku Kadokawa, the Italian ambassador of Japan Domenico Giorgi, Ferruccio Ferragamo, and Michele Norsa as guests on the panel. Organized with the administrations of the twin cities, the conference was held in front of *Ninomaru Goten*, a National Treasure located in the majestic Nijo-jo castle, a UNESCO World Heritage Site built in 1603 to be the Kyoto residence of the Tokugawa Shoguns and used for the first time to stage an event held by a luxury brand.

Following the press conference, guests enjoyed a private preview of the exhibition, open to the public from 16 to 22 April, held in the castle's ancient kitchen, *Ninomaru Goten Daidokoro*. On display, three of Salvatore Ferragamo's most famous original creations, coming from the maison's archives, complemented by a significant selection of shoes signed Ferragamo's Creations and of Ferragamo Jewels Miniature Preziose, a collection of luxurious pendants reproducing the iconic shoes on display.

The beautiful Seiryu-den, a palatial wooden temple rising above Mount Higashiyama was the spectacular venue graciously lent by the city of Kyoto, for the first time, to the Florentine Maison and its guests for the Salvatore Ferragamo Autumn-Winter 2015-16 fashion show. A premiere in Japan for both the Men's and Women's collections seen in Milan in January and February, the show also included a preview of the brand's new Pre-Spring 2016 Collection. After the show, held in the temple's shrine, a cocktail was served on Seiryu-den's vast panoramic terrace, where Japanese artist Tokujin Yoshioka's installation *Glass Tea House* was recently placed as part of the celebrations for the fiftieth anniversary of the Florence-Kyoto town-twinning. The cocktail party was attended by local celebrities and VIPs, including top model Laurent Takigawa and actress Hikari Mori, who wore the unique dress created using traditional Japanese silk.