



SALVATORE FERRAGAMO WINS IN AN EXEMPLARY RULING IN THE FIGHT AGAINST COUNTERFEITING

The New York Court confirmed the injunction against 60 not identifies holders of illegal online profiles infringing upon the prestigious trademark and selling counterfeit Salvatore Ferragamo products. The company was awarded an exemplary compensation of 60 million dollars.

Florence, 19 March 2018. Salvatore Ferragamo Group achieved yet another important milestone in the battle it has been actively waging against the devastating practice of counterfeiting, which is a damage for luxury brands and consumers alike.

The New York Court recently confirmed the injunction against 60 not identified holders of illegal online profiles and the transfer to Salvatore Ferragamo of approximately 150 domains that were infringing upon the luxury brand's rights, as they were used as websites to sell counterfeit products. The ruling also acknowledged the substantial damage that this had caused for the Group and ordered a compensation of 60 million dollars.

"We are extremely pleased with the decision of the New York court, which also comprises exemplary damages, the highest ever awarded for this type of violation," remarked Ferruccio Ferragamo, Chairman of the Salvatore Ferragamo Group. "The Internet is the prime channel for traffickers of counterfeit goods and it is therefore the focus of our monitoring and control efforts. In recent years, our Group has implemented a series of anti-counterfeiting measures, both on- and off-line, to protect our customers and the value of our brand."

In 2017, these measures enabled the Group to have over 35,000 items and illegal profiles removed from major social networks, as well as the interception, blocking and deletion of nearly 69,000 counterfeit products from online auctions. Furthermore, the Group constantly monitors offline markets through many different court and out-of-court activities, focusing its efforts on China, a region where counterfeiting is the most rampant. Last year, approximately 62,000 counterfeit products were seized in China, out of the over 268,000 counterfeit products seized around the world.

"We are very satisfied with the results of the steps we have taken to protect our registered brands and our trademark rights on the Internet," concluded Ferruccio Ferragamo. "Rest assured that we will continue to fight counterfeiting with unflinching determination."

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 sale 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 685 mono-brand stores as of 31 December 2017, the Ferragamo Group operates in Italy and worldwide through companies that allow it to be a leader in the European, American and Asian markets.

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