



**CELEBRATING 75 YEARS ON OLD BOND STREET, LONDON
(1938 - 2013)**

London, December 5th, 2012 - Salvatore Ferragamo Group, one of the global leaders in the luxury sector, celebrates 75 years on Old Bond Street and the refurbishment and expansion of both the Old Bond Street and Sloane Street flagship stores.

To mark the occasion, Chairman Ferruccio Ferragamo and CEO Michele Norsa welcomed guests to the Old Bond Street store for cocktails and a private dinner hosted at a 61 metre long table within the Burlington Arcade. Guests enjoyed a fine Italian dinner in the prestigious venue, which was artfully decorated in quintessential Italian style with 10,000 Ferragamo red roses and 500 candles adorning the table and arcade. It was the first time that a luxury fashion house has held a dinner in the arcade, which runs alongside the store and is renowned as one of the most magnificent covered shopping streets in Britain.

Alongside Massimiliano Giornetti Creative Director at Salvatore Ferragamo guests who participated at the event included Jessica Alba, Camilla Belle, Yasmin & Amber Le Bon, Marie Helvin, Tallulah Harlech, Mary Charteris, Portia Freeman, Marc Quinn, Mat Collishaw, Tim Noble, Polly Morgan, Charlie Casely Hayford, Elizabeth Von Guttman, Annabelle Neilson and Jasmine Guinness.

It was on Old Bond Street in 1938 that the brand's founder, Salvatore Ferragamo, had the foresight to open his first London store, whilst also opening stores that year in Florence and Rome. The Old Bond Street store is a Grade II listed building steeped in architectural history. Designed by Vincent Harris who designed a number of significant buildings in the first half of the twentieth century, including the Ministry of Defence Building on Whitehall, is in the style of Gothic Revival with Arts and Craft detailing and the roof is surmounted by a flèche and bell tower.

The size of the Old Bond Street store has been increased by 24%, and now encompasses three floors spanning approximately 830 square meters (8,902 square feet). A new addition to the store is the first floor which is dedicated entirely to the men's collections. The Sloane Street store has doubled in size, with two floors spanning 570 square meters (6,135 square feet).

The interiors of both the Old Bond Street Store and the Sloane Street Store have been redesigned with an eye to luxury and elegance, hallmarks of the Ferragamo style, offering an intimate and refined atmosphere that reflects the concept of Salvatore Ferragamo stores worldwide.

Ferruccio Ferragamo, Chairman of Salvatore Ferragamo S.p.A. comments: "The redesign and expansion of our two flagship stores in London highlights the city's importance as one of the leading global retail destinations, perfectly positioning Salvatore Ferragamo for further growth in the UK market. Moreover these two renovations perfectly fit in our strategy of refurbishment and expansion of our key stores all over the world, according to Ferragamo Group's new design concept. But today's event is even more significant for our Company as in 2013 we will celebrate the 75th Anniversary of the Old Bond street store, one of far-sighted choices of my father and a fundamental step in our history of international expansion".

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 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.

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 3,300 employees and a network of 603 single-brand stores as of 30 September 2012, the Ferragamo Group operates in Italy and worldwide through companies that allow it to be a leader on European, American and Asian markets.