



HIGH TECH BOTANICAL
SALVATORE FERRAGAMO
CELEBRATED THE REOPENING OF THE CANTON ROAD FLAGSHIP STORE

Hong Kong, 6 November 2017 – Salvatore Ferragamo, a world leader in the luxury goods sector, celebrated the reopening of its historic flagship store in Canton Road, one of the most prestigious luxury shopping streets in Hong Kong.

To mark this milestone, the Florentine House held an exclusive event at the Asia Society Centre. Over 1000 guests attended the evening, including Family members: Ferruccio Ferragamo, Giovanna Gentile Ferragamo, Fulvia Visconti Ferragamo, Leonardo Ferragamo, Massimo Ferragamo and James Ferragamo; Group CEO Eraldo Poletto, and the Women's Collections Creative Director, Paul Andrew; along with Asian personalities, such as Korean superstar **YoonA** and Hong Kong actor **Julian Cheung**, all dressed in Ferragamo, as well as other local influencers such as **Gaile Lok, Kathy Chow, Cara G, Ana R, Christine Kuo, Tina Leung, Ricky Kwok, Charles Lam, Alvin Goh**, and more fashionistas from Asia: **Nana Ou-yang, Hikari Mori, Yoyo Cao, Marion Caunter** and **Thanh Hang**.

For the occasion, the Admiralty heritage site was transformed into an art installation blending the colors, images and concepts that inspire Ferragamo's Pre-Spring 2018 collection, all revolving around one concept: **High Tech Botanical**.

Paul Andrew's view on the House's original approach to innovation and craftsmanship is a master class in feminine elegance, with a playful edge. Andrew's collection radiates a sense of ease and refinement, with flowers – a fil-rouge traced throughout Ferragamo's history – blooming in various iterations: from the new signature flower heel, to the many digital prints, to the iconic Vara pump with a multi-layered, oversized grosgrain bow inspired by Andrew's favourite flower, the peony.

Taking inspiration from the brand's quintessential style and the High Tech Botanical design features, Asia Society's JC Hall conveyed a multi-sensorial experience that led into the world of Salvatore Ferragamo.

Guests walked through a 3D layered flower heel shaped entrance leading into the main exhibition room, where digital prints from photos taken by Paul Andrew at the London flower markets created an immersive ambiance. Flower column displays and a sleek serpentine table showcased the latest designs from the Florentine brand. The rooftop garden, filled with myriads of colourful flowers, served as magnificent 360° array photo-booth set for all guests.

About the event, Ferruccio Ferragamo, Chairman of the Ferragamo Group, commented: "I am very proud of the splendid renovation of the Canton Road flagship store, offering to our clients a beautiful example of Italian craftsmanship and lifestyle in the heart of Hong Kong. The store reopening event was the perfect occasion to celebrate our longstanding relationship with this Region."

The Group CEO Eraldo Poletto added: "The quality, creativity and elegance that are synonymous with Ferragamo are perfectly represented in this beautiful store, one of the most important for our brand in the Region, and in all of Asia."

Paul Andrew, Salvatore Ferragamo's Women's Collections Creative Director "Hong Kong is a dynamic and vibrant city, it's the perfect background to present the Pre-Spring 2018 collection to its eclectic crowd and introduce Ferragamo's vision to a new generation of women."

@Ferragamo

#FerragamoHK



About the Canton Road store

Fully renovated with a fresh, contemporary design, the Canton Road flagship spans over a surface area of roughly 680 square metres and holds the complete range of Salvatore Ferragamo men's and women's collections: bags, shoes, "Creations", small leather goods, ready-to-wear, silk accessories, eyewear, perfumes, and watches.

The two-storey boutique features a bronze panel's façade illuminated by vertical led strips, evoking the Vara shoes' iconic gros-grain ribbon.

The Women's collections are on the ground floor, and the store entrance opens up to a large, two-storey hall where bags are displayed. Video installations, alternating with special lighting, are projected onto the decorated, illuminated ceiling, for a particularly dramatic effect. Bags, jewellery, accessories and ready-to-wear are displayed in subsequent rooms, and ample space is dedicated to shoes, with an entire wall devoted to Ferragamo's Creations.

The travertine and marble floors; the soft, rounded shapes of the walnut furnishings, polished to a high gloss, with brass and steel hardware; and the gold and pink silk velvet settees, accentuate the soft, feminine feel and comfort of the women's section.

A travertine staircase leads to the men's collections on the first floor, decorated with a more masculine flair with wood and marble floors, ebony furnishings and leather and light blue velvet settees and chairs.

The new store in Canton Road is LEED Gold certified (leadership in energy and environmental design). The renovation, which was designed in accordance with green building council protocol, was recognised for its energy and water efficiency, the excellent choice of materials, management of the work site, innovation and environmental quality.

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 ca. 680 mono-brand stores as of 30 June 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.