

Salvatore Ferragamo

SALVATORE FERRAGAMO CELEBRATES 20 YEARS IN CHINA WITH THE REOPENING OF ITS SHANGHAI FLAGSHIP STORE FOLLOWED BY AN EVENING OF ART AND CINEMATIC GLAMOUR

Shanghai, November 4th, 2015 – Salvatore Ferragamo celebrated 20 years in China last night with the reopening of its Shanghai flagship store, and the unveiling for one evening of *She's like a Rainbow* – a kaleidoscopic exhibition event showcasing the luxury Italian House's 100-year ties to the world of cinema.

Celebrity and VIP guests including Tang Wei and Jing Bo Ran attended the reopening of the flagship, located in the city's Shanghai Centre, followed by cocktails and dinner at the Shanghai Exhibition Center. The city's cultural landmark also played host to *She's like a Rainbow*, an exhibition paying homage to five of Salvatore Ferragamo's most glamorous clients and muses – Audrey Hepburn, Judy Garland, Sophia Loren, Marilyn Monroe, and Brigitte Bardot – by displaying five Ferragamo's Creation- the exclusive line of shoes that reinterprets some of the famous archive models Salvatore-designed shoes the actresses famously wore.

Presented within a series of bold, neon-lit exhibition spaces, each iconic shoe was juxtaposed with exclusively commissioned works by Chinese pop artist Han Yajuan and contemporary designs from the upcoming Edgardo Osorio for Salvatore Ferragamo capsule shoe collection, dedicated to the five screen idols and evoking Salvatore's masterful understanding of colour and material, his commitment to Made in Italy craftsmanship and the inherent glamour of the silver screen. The exhibition culminated in a retrospective of Ferragamo Chinese 'milestones', those signature designs that retrace the brand's journey and highlight the many artistic and cinematic influences that have inspired its style and enhanced its success.

During the dinner, guests watched the premiere of a playful, animated film by acclaimed fashion illustrator Megan Hess that channels the spirit of those same five shoe creations and provides a vivid homage to the shoemaker to the stars – past, present and future. The film can now be viewed online as part of the 100 Years 100 Days season, an ongoing digital platform celebrating the 100 year parallel stories of both Salvatore Ferragamo and Hollywood.

Mr. Ferruccio Ferragamo, Chairman of Salvatore Ferragamo, commented: *"My father was a dreamer, an adventurer and a pioneer. China always held a great fascination for him and Shanghai was the country's first city in which we opened our doors 20 years ago. We celebrate this important milestone as an homage to a country that has given us so much and with which we have a strong affinity."*

Mr. Michele Norsa, Chief Executive Officer of Ferragamo, remarks *"From the times of Marco Polo and the Silk Road, China has enjoyed a special relationship with Italy. From the start of our relationship in the early 1990s to today, we are now present in 40 cities with nearly 90 stores in mainland China. The appreciation for art, culture, beauty and craftsmanship of the Chinese people, as well as their pioneering spirit, curiosity to travel and discover the world is a constant inspiration for us."*