

**Wallis Annenberg
Center for the
Performing Arts**

Salvatore Ferragamo

Is proud to announce title sponsorship of the inaugural gala of the

WALLIS ANNENBERG CENTER FOR THE PERFORMING ARTS

When Salvatore Ferragamo arrived in the United States from Southern Italy in 1914, aged only 16, it took him very little time to become the most sought after of shoe designers. Ferragamo's American period lasted until 1927: by then already known as the "shoemaker of the stars", he returned to Italy to continue the relentless expansion of his eponymous label for the rest of his life. When he died in 1960, his legacy passed to his wife Wanda Miletti Ferragamo, later joined by their six children: Fiamma, Giovanna, Ferruccio, Fulvia, Leonardo and Massimo. Headed by the family, the company gradually grew into the global fashion luxury brand that we know today.

Salvatore Ferragamo always saw fashion and culture as inextricably linked, deeply understanding the limitless potentialities of such conjunction. Throughout his career, he ceaselessly sought – and found – inspiration in the work of the most eminent artists of his time. This fusion between fashion, culture and the arts, today universally recognised by the industry and increasingly extending in new directions, has always been a distinctive trait in the company's DNA.

For eight decades, the name of Salvatore Ferragamo has been famously tied to the cinema, thanks to the proverbial preference accorded to the brand by innumerable stars, and for the participation to many films or the sponsorship of several prizes and festivals. But the company's patronage expands from the restoration of ancient monuments (the Roman Column of Justice or the mannerist statues towering over the Renaissance bridge of Santa Trinita in Florence) to financing the monumental quarters of the city hall, Palazzo Vecchio; from to sponsoring prestigious exhibits such as the Louvre's "Saint Anne, Leonardo da Vinci's Ultimate Masterpiece" to musical events of worldwide resonance such as the annual Maggio Musicale Fiorentino (a collaboration that dates back to 2001 and never ceased to produce the greatest of successes) – and the list goes on, long and variegated.

We are pleased to welcome today - to honor the shoemaker of the stars' early intuition, on the eve of his American adventure's 100th anniversary – the Wallis Annenberg Center for the Performing Arts on its opening night, and we are honored to incorporate Italian excellence into this milestone cultural event in the life of the city of Los Angeles.

During the gala dinner, guests will enjoy a unique performance by Italian tenor Vittorio Grigolo, one of the most famous and respected opera singers of our time. Grigolo chose an all-Italian repertoire for the evening, to signify the deep roots in the Italian culture. In addition, Ferragamo Creative Director Massimiliano Giometti will present the latest S/S Spring Summer 2014 runway collection, enriched by several new looks specifically created for this occasion. A further touch of the purest Italian taste will be served at dinner with the Tuscan wines from Il Borro and Castiglione del Bosco, vineyards owned by the members of the Ferragamo family.

Additionally, the opening festivities will unveil a Salvatore Ferragamo pop-up shop within The Wallis, featuring exclusive products created expressly for the anniversary. The product harkens back to some of Salvatore's greatest designs including the iconic invisible wedge, hybrid silk sandals, and woven calfskin heels, re-imagined with a modern approach to design and evolved details - lucite heels, hand-woven lambskin, and exotic combinations of snake and suede or lizard and high-tech mesh.