



**SALVATORE FERRAGAMO OPENS POP-UP SHOP
AT THE WALLIS ANNEBERG CENTER FOR THE PERFORMING ARTS
AND LAUNCHES DIGITAL EXPERIENCE ON FERRAGAMO.COM**

October 2013: Ferragamo's title sponsorship of the Wallis Annenberg Center for the Performing Arts inaugural gala will be marked by the limited opening of the luxury brand's first ever Los Angeles pop-up shop on the eve of Salvatore Ferragamo's 100th anniversary in America. Housed within the historic Grand Hall of Beverly Hills' former landmark post office, the innovative and experimental boutique reflects the Ferragamo essence based on innovation and luxury design.

The pop-up shop will showcase an exclusive line of accessories designed by Creative Director, Massimiliano Giornetti including luxurious handbags, shoes, bijoux and fine jewelry inspired by the vibrant city of Los Angeles. Celebrating the brand's founding and storied history in Hollywood, the product harkens back to several of Salvatore's greatest designs including the iconic invisible wedge, hybrid silk sandals, and woven calfskin heels, reimagined in a modern approach to design with evolved details including lucite heels, handwoven lambskin, and exotic combinations of snake and suede or lizard and high-tech mesh.

A melding of architecture and luxury design, the pop-up shop embodies hues of soft-white and bone with pops of turquoise and fuchsia against metallic elements, a nod to Ferragamo's roots in both Los Angeles and Tuscany. Transparent curved walls flow throughout the space, surrounding rounded pedestals where pieces from the capsule collection rest on gold mirrored tops. Vignettes against a large hero wall transcend a core key to the Ferragamo house, a legacy dedicated to supporting the arts, told through installations, video, and timeless fashion.

Art reflects style and Italian craftsmanship through experiential motifs, woven throughout the boutique, created by a group of emerging talents and curated by Massimiliano Giornetti. Select pieces from the capsule collection inspire each work, fresh and specific to the pop-up shop.

Visit www.Ferragamo.com to remotely explore the West Coast pop-up shop, discovering exclusive artist experiences and Ferragamo archival references that continue to inspire modern design. To celebrate the digital opening, infamous fashion meets nightlife photographer Olivier Zahm lends his camera to capture the glamorous events of the Wallis Annenberg Center for the Performing Arts inaugural gala on the evening of October 17th. The exclusive, behind the velvet ropes photo journal will bring unique insider access as Hollywood's stars join international jet setters to celebrate the momentous occasion. The site will unveil photos of, for the first time, Giornetti's one-of-a-kind Hollywood Collection of gowns.

The Ferragamo Hollywood pop-up shop will be open to the public at the Wallis Annenberg Center for the Performing Arts (9390 N. Santa Monica Boulevard, Beverly Hills, CA 90210) from October 18th through November 15th.

Join the conversation: #FerragamoStars