

APPAREL AND ACCESSORIES

Ferragamo looks to sustainable design for Hong Kong store remodel

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Inside Ferragamo's Canton Road store. Image courtesy of Ferragamo

By STAFF REPORTS

Italian fashion label Salvatore Ferragamo has renovated its Canton Road boutique in Hong Kong with a green focus.

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The 7,300-square-foot store is LEED Gold certified, designed to be energy and water efficient while also incorporating sustainable materials. While a consideration for apparel labels' designs, eco-friendliness is also becoming a common theme in brands' construction.

Selling sustainability

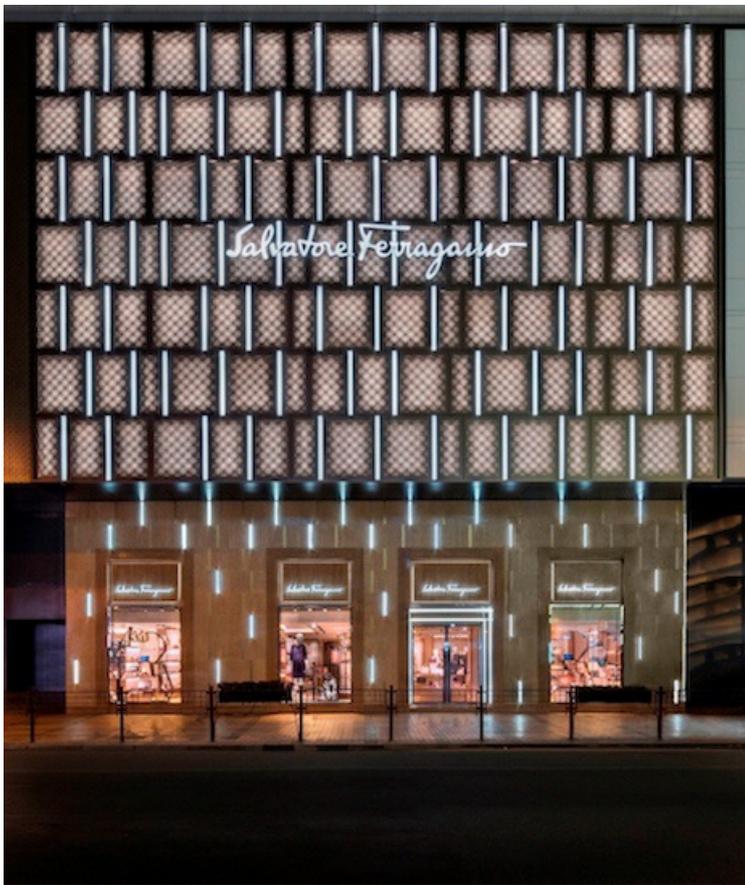
Ferragamo's two-story boutique carries both men's and women's apparel, shoes and accessories.

The label's women's collections are featured on the ground floor. Consumers enter into a two-floor hallway of handbags, while shoes also get a feature wall.

Ferragamo also integrated digital video footage, projecting it onto the ceiling.

While the women's floor features feminine details such as pink silk velvet seating, the second floor sets the tone with ebony and leather. Consumers can walk up a set of travertine stairs to discover the men's collections.

Outside, the store faade features bronze paneling that is illuminated by LEDs to mimic the look of the grosgrain bows on Ferragamo's iconic Vara flats.



The exterior of Ferragamo's Canton Road boutique. Image courtesy of Ferragamo

When updating its boutique, Ferragamo followed the Green Building Council's protocol, achieving LEED Gold certification for its innovation and management of the job site.

Ferragamo has taken great steps to become a sustainable company and reduce its negative effects on the environment.

Ferragamo released its Sustainability Report 2016, which is showing a 10.8 percent decrease in its natural gas consumption in one year from 2015 ([see story](#)).

Like Ferragamo's most recent opening, De Beers' recently remodeled London boutique within Harrods saw the brand focused on improving its footprint.

De Beers kept the boutique's environmental impact to a minimum by sourcing wood from sustainable forests and choosing low-powered lighting ([see story](#)).

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