

APPAREL AND ACCESSORIES

Ferragamo unveils green update to Beijing flagship

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Exterior of Ferragamo's Beijing boutique at China World. Image courtesy of Ferragamo

By STAFF REPORTS

Italian fashion label Salvatore Ferragamo is taking inspiration from a signature shoe for the revamped design of its China World Mall global flagship store in Beijing.

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Based on the Vara style's hardware and grosgrain ribbon, the approximately 8,400-square-foot boutique has been given a new look complete with a bronze panel faade. Along with an updated look, Ferragamo's new store design showcases the brand's focus on sustainability with LEED certification ([see story](#)), allowing for greater energy efficiency.

New look

Ferragamo's storefront is lit in LED lights. When consumers enter, they walk into a two-story hall with women's handbags.

Also on the first floor is women's wear and accessories. Creating a feminine atmosphere, the first level features glossy furniture and silk velvet seating.



Inside Ferragamo's Beijing store. Image courtesy of Ferragamo

Up on the next level are the men's collections. Touches of leather and blues help to differentiate the space.

The second floor also houses a VIP area, which can be reached via a private elevator. This room will serve as a spot for celebrities and events.

Italian fashion house Salvatore Ferragamo focuses on keeping its heritage while embracing creativity and innovation, a goal that takes intensive collaboration.

Ferragamo CEO Micaela Le Divelec Lemmi spoke at the Cond Nast International Luxury Conference on April 11 and emphasized the importance of togetherness throughout the company to stay true to its brand missions. The footwear and apparel label wants to embrace the new generation, which is significantly increasing its buying power, without alienating previous generations who are such a big part of the brand ([see story](#)).

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