

APPAREL AND ACCESSORIES

New Ferragamo exhibition honors brand history, 100 years in Hollywood

October 27, 2023



"Salvatore Ferragamo 1898-1960" is live at Florence, Italy's Museo Ferragamo from Oct. 27 through Nov. 4, 2023. Image credit: Ferragamo

By LUXURY DAILY NEWS SERVICE

Italian fashion house **Ferragamo** is presenting relics from its past.

Years before officially incorporating the business in the early 20th century, the brand's founder selected Hollywood as the site of his first-ever store. A century later, "Salvatore Ferragamo 1898-1960" opens at the Museo Ferragamo in Florence, Italy, the event recounting the shoemaker's early successes, celebrating the rebirth of craftsmanship from Oct. 27, through Nov. 4, 2023.

Hollywood magic

Drawing on the museum's dawn in 1995, the activation focuses on the life and work of Italian footwear designer Salvatore Ferragamo while analyzing the "role of the corporate museum and the curating that accompanies it," according to the company. The exhibition also takes cues from former runs.



Much like the showing from the 1980s, many of Mr. Ferragamo's shoes will be on display throughout the introspective exhibit. Image credit: Ferragamo

Held in 1985 at Palazzo Strozzi, the museum shares that the first-ever Ferragamo exhibition would continue on, making stops at the Victoria and Albert Museum in London, the Museum Bellerive in Zurich, the Los Angeles County Museum in California, the Sogetsu Kai Foundation in Tokyo and the Museo des Bellas Artes in Mexico City, to name a few.

Much like the showing from the 1980s, many of Mr. Ferragamo's shoes will be on display throughout the introspective exhibit.

Though similar to previous iterations in concept, "Salvatore Ferragamo 1898-1960" will contain new content and perspectives on the man behind the luxury machine.

For instance, the installation highlights Mr. Ferragamo's Los Angeles boutique, a location directly tied to Hollywood history and the house's legacy.



The Los Angeles store is an integral piece of the label's history. Image credit: Ferragamo

Located directly across from Grauman's Egyptian Theater, and opened in 1923, the storefront played witness to early film premieres.

It was at one of these film debuts that American filmmaker and actor Cecil B. DeMille recruited Mr. Ferragamo to create shoes for the main characters in his films. From there, the designer became "Shoemaker to the Stars," jumpstarting the brand which still stands today as a pillar of luxury.

Tickets for "Salvatore Ferragamo 1898-1960" are [on sale now](#). The museum is open Monday through Sunday from 10:30 a.m. to 7:30 p.m.

In a similar celebration of Hollywood history, many luxury brands have been working to uphold Disney's centennial ([see story](#)), kicking off affairs this fall.

© 2023 Reliance Relocation Services, Inc. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.