



PRODUCT ANALYSIS

Ferragamo is active in the creation, production and sale of shoes, leather goods, apparel, silk products and other accessories. The Brand's product offer also includes eyewear, fragrances and watches, manufactured by licensees. The uniqueness and exclusivity of brand's creations, along with the perfect blend of style, creativity and innovation enriched by the quality and superior craftsmanship of the "Made in Italy" tradition, have always been the hallmarks of the Brand's products. With approximately 3800 employees and a network of 389 directly operated stores as of 31 December 2022, the Ferragamo Group operates in Italy and worldwide through companies that allow it to be a leader in the European, American and Asian markets.

Ferragamo footwear, which can be described as the "historical product" of the brand, features an original design, perfect fit and the use of top-quality materials. Their craftsmanship, great attention to detail and quality, together with their highly recognisable creativity and design, make Salvatore Ferragamo shoes a product appreciated by the most demanding customers all over the world.

One of the most recognizable designs by Ferragamo is the "invisible" sandals, which he created in 1947. A wood wedge heel in the shape of an "F", for Ferragamo. The wedge was covered in leather and the upper was made out of transparent nylon fishing line.

The leather goods made by the Salvatore Ferragamo Group include: handbags, suitcases, belts, wallets and other men's and ladies' leather accessories. The Hug bag, the name refers to the bags two leather "arms" that wrap around the bag with an adjustable signature Gancini clasp closures. In the short while that she's been around it debuted in fall 2023—the Hug has already become a mainstay in the Ferragamo line up. The Salvatore Ferragamo Group presents a "total look" men's and women's collection ranging from knitwear to leather and fabric garments, which is designed to convey the brand image as a whole, consistently with the matching range of accessories, and offer its customers a "complete brand experience".

The products in the "accessories" collection are amongst the types of product that most identify the "Salvatore Ferragamo" brand. This category includes the iconic silk accessories (ties, foulards, scarves ...), other accessories such as shawls, gloves, home accessories (plaid throws, cushions and beach towels) and costume jewellery. Ties are one of the symbols of the Ferragamo brand, and are available in a wide variety of patterns and models: from miniaturized patterns on twill prints, in the tradition of the brand, to Jacquard patterns, with themes from the RTW collection.

The Salvatore Ferragamo Group also offers eyewear and watches through licence agreements with leading manufacturers. The watch collection comprises men's and ladies' models made of high-quality materials (titanium and ceramic for men, and gold, steel and sometimes diamonds for ladies' models). The bracelets are characterised by stylistic symbols and codes that identify the brand, including the use of grosgrain and fine leathers. All movements are Swiss-made, both automatic and quartz movements being available.