



Salvatore Ferragamo Launches its First Timepiece Collection

November 19th, 2008, Singapore— Salvatore Ferragamo, together with Pacific Time, launched the first Salvatore Ferragamo Timepieces at Kha restaurant at HortPark. This follows Salvatore Ferragamo's 80th Anniversary celebration in Shanghai on March 27th which was attended by luminaries such as ambassadors Tony Leung and Zhang Ziyi, as well as the debut of the timepieces in BaselWorld 2008 in April this year.

The timepieces include four distinctive collections inspired by iconic designs from Salvatore Ferragamo throughout the ages, namely the Gancino, Vara, Salvatore and F-80 collections (*please refer to the attached for detailed product descriptions*). The Gancino, is a feminine collection that bears the Maison's iconic symbol that is also used in many accessories designed by Salvatore Ferragamo. The Vara, also a ladies' timepiece, comes with 3 interchangeable straps for a customised look, and it draws its inspiration from the renowned Vara shoes with a "bow-tie" buckle. The masculine Salvatore is another timeless collection of which the silhouette of the round case recalls the famous platform created by Salvatore Ferragamo in the 30s. The F-80 range is a signature collection specially designed to commemorate the brand's 80th anniversary this year.

Attended by watch connoisseurs, well-known personalities from around the region and media guests alike, the launch was presided over by the Regional Marketing Director of Salvatore Ferragamo, Mrs. Valeria Azario, who introduced the guests to the first Salvatore Ferragamo Timepiece collection. Top model/host Andrea Savage and two other models showcased the Salvatore Ferragamo Timepieces as they sashayed in Ferragamo outfits and posed for photographs against the signature burgundy hues of the Italian Maison.

Singapore-based Thai artiste and MTV VJ, Uttasada Panichaul (Utt), home grown artiste and entrepreneur, Andrea De Cruz were special guests for the launch event, following their appearance at the Salvatore Ferragamo Ladies and Men's Spring/Summer 2008 Launch in October 2007. The alluring Thai actress Ploy Jindachot also graced the event as Utt's companion.

Utt wore the eye-catching F-80 chronograph timepiece and was styled in a smart all-black Ferragamo ensemble. Andrea looked resplendent in a stunning black Salvatore Ferragamo leather dress, beautifully accented by her elegant Vara timepiece. Ploy also wore the classic Vara timepiece, and turned heads in a striking Ferragamo purple silk dress

The Salvatore Ferragamo Timepiece collection is retailing between S\$1,620 and S\$78,420, and is currently available at Salvatore Ferragamo and Cortina Watch boutiques in Singapore, Malaysia and Thailand.

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