

# Style and substance

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Contributing Writer

## Salvatore Ferragamo

Las Vegas

Kenne Shepherd Interior Design • Architecture PLLC

New York

Ferragamo's newest store in the U.S. opened on August 1 in The Forum Shops at Caesar's Palace in Las Vegas. The country's highest-grossing retail establishment

in the U.S. and \$1,300 per sq. ft. in sales as of year-end 1997. (The national average is in the \$350-\$400-per sq.-ft. range.) Many of the world's most familiar top-of-the-chart designer/retailers have stores there, including Emporio Armani, Gianni Versace, Hugo Boss, Fendi, Gucci, Louis Vuitton, Bulgari and Lalique, plus a host of popular attractions, such as Swatch, NikeTown, The Disney Store and FAO Schwarz, surrounded in a whirlwind of fantastic props, decoratives and effects. (Who, by now, doesn't know about the ceiling that drifts from day to night or the two-story-high, smoke-breathing Trojan horse

outside the FAO Schwarz store?) Altogether, there are 105 stores in the 526,00-sq.-ft. center, attracting 45,000 to 50,000 people on a typical day. The center has been credited with establishing Las Vegas as an exciting retail center.

Ferragamo's 3,100-sq.-ft. store has an irregular shape and wide variations in ceiling height, from 21 ft. at the entry to 10.5 ft. in ready-to-wear and men's and women's shoes. **Architect Shepherd** devised an asymmetrical design solution for the bi-level selling area that was created to help direct shoppers to displays throughout the store.

The signature Ferragamo black-and-beige color scheme employed in the store provides both overall brand identity and an elegant background for the merchandise. Mounted on the fascia above the main selling floor are 54-in. by 72-in. photographic enlargements from the Ferragamo archives showing founder Salvatore Ferragamo with famous clients and the classic shoe lasts he developed.



## FERRAGAMO SOURCES

### DESIGN FIRMS

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**Kenne Shepherd**  
Interior Design Architecture PLLC  
New York

**Studio Monsani**  
Florence, Italy

### LIGHTING CONSULTANT

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**Johnson Schwinghammer Lighting**  
Consultants, Inc.  
New York

### DISPLAY FIXTURE MANUFACTURER AND CONSTRUCTION MANAGER

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**Richter+Ratner Contracting Co.**  
Maspeth, NY

*Ferragamo's new 3,100-sq.-ft. store (left) in the Forum Shops at Caesar's Palace in Las Vegas makes use of its dramatic 21-ft. ceilings with oversized photo enlargements, clever lighting installations and an asym-metric design footprint.*