

salvatore ferragamo

Some of the world's most glamorous people have worn Ferragamo shoes. The prestigious Florentine retailer established its reputation by producing the finest Italian leather goods; today, the Ferragamo name is a recognized brand with numerous product lines that epitomize sophistication and elegance. So too does its North American headquarters on Fifth Avenue in New York City.

The women's store, located at 663 Fifth Avenue, occupies 5,534 square feet of groundfloor retail space. The 2,481-square-foot men's retail area is located on the main level next door at Trump Tower. Both shops were co-designed by architects Kenne Shepherd, of New York, and Roberto Monsani, of Florence, so that they would be consistent with each other as well as with other Ferragamo shops worldwide. Each features a full range of men's and women's Ferragamo products.

Faithful to Ferragamo's clean sophisticated style, the architects adopted a minimalist approach for stores' interiors. The retail areas are laid out in a series of rooms, the largest of which is the shoes salon. Other rooms are dedicated to handbags, briefcases and luggage, ladies' and men's wear and accessories. Although separate and partially enclosed, each area flows easily into the next. All merchandise is displayed against beige lacquered panels surrounded by black lacquered frames. Handbags and shoes are presented on fabric-wrapped shelves outlined in a bleached cherry wood frame. Photomurals and lighting distinguish the separate product area.

The architects paid special attention to illuminate the stores uniformly. Lighting is provided under the shelves and at the top of the wall display fixtures. General ambient light is also created uplighting, available from custom designed light fixtures suspended from the ceiling. This device essentially opens up the store. Spotlights on the bottom side of the hanging fixtures highlight displayed merchandise below.



architects/interior designers

**KENNE SHEPHERD INTERIOR
DESIGN.ARCHITECTURE PLLC
STUDIO MONSANI**

photographer

TOSHI YOSHIMI

square feet/meters 12,533/1,164

design budget not disclosed



fifth avenue





fifth avenue



architects/interior designers

**KENNE SHEPHERD INTERIOR
DESIGN.ARCHITECTURE PLLC
STUDIO MONSANI**

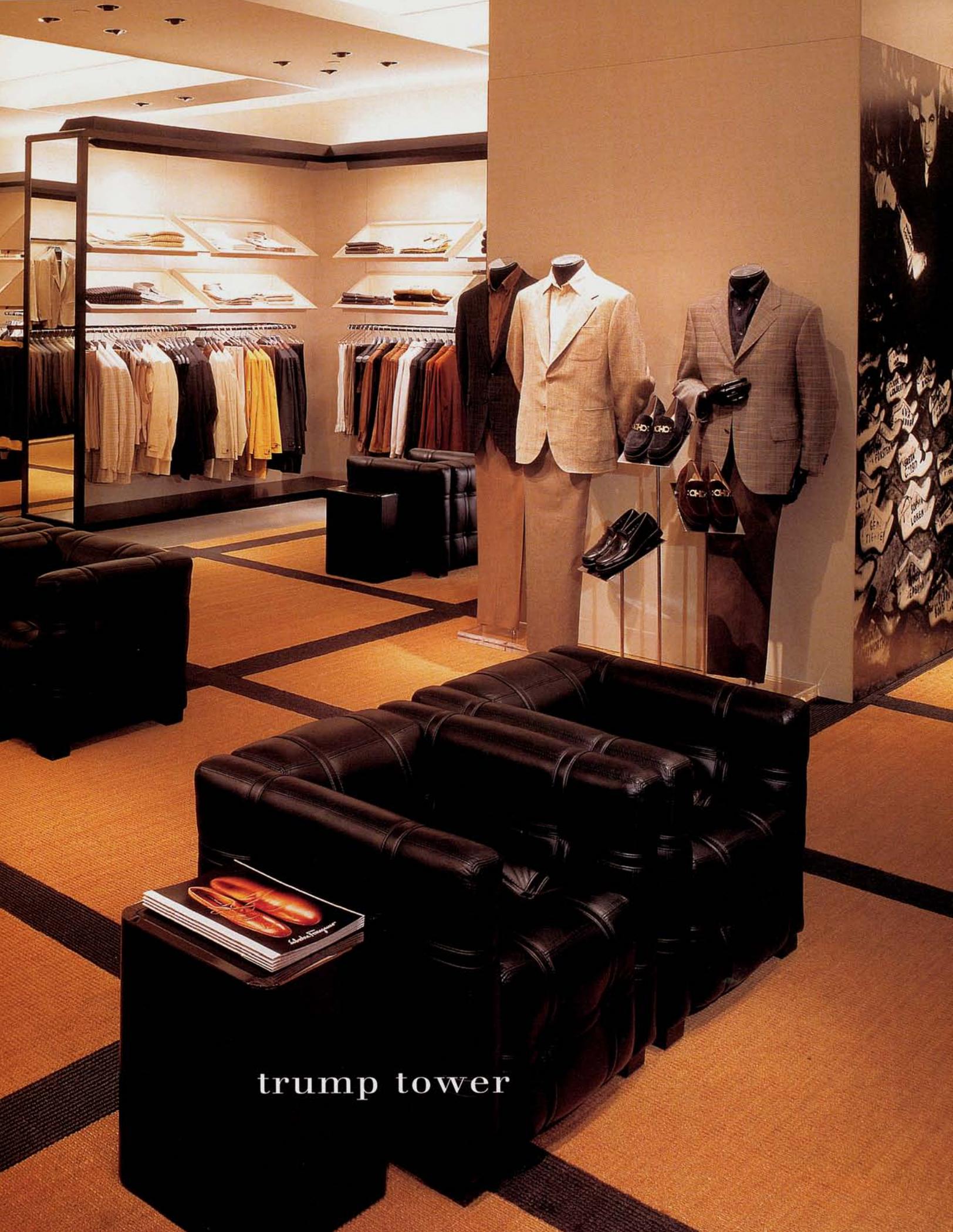
photographer

TOSHI YOSHIMI

square feet/meters 4,681/435

design budget not disclosed





trump tower