

Salvatore Ferragamo

The Travel Retail Opportunity

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Salvatore Ferragamo

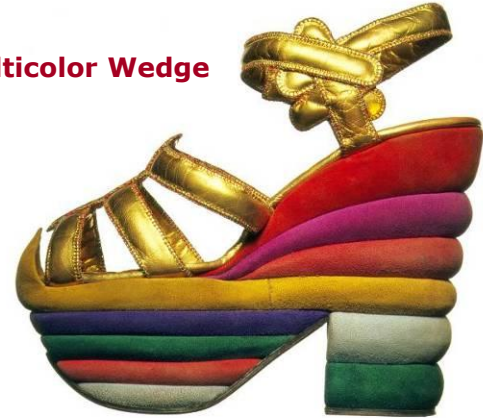
What Ferragamo Stands For

- 80 Years Of History
- A Family-Public Company
- Extraordinary Global Awareness
- 70% Retail, 30% Wholesale
- 3,000 Employees Worldwide

Contemporary Inspiration and Timeless Style

1938:

The Multicolor Wedge



2011 A/W Collection:

The Rhinestones Pump



- A “Hot” Brand
- One of Top Players in Luxury
- Versatile in a Global Environment
- Over 50% of Revenues Coming from Asia
- Greater China as Group #1 Market

A Perfect Market Fit



Lady GaGa in New York, August 1, 2011

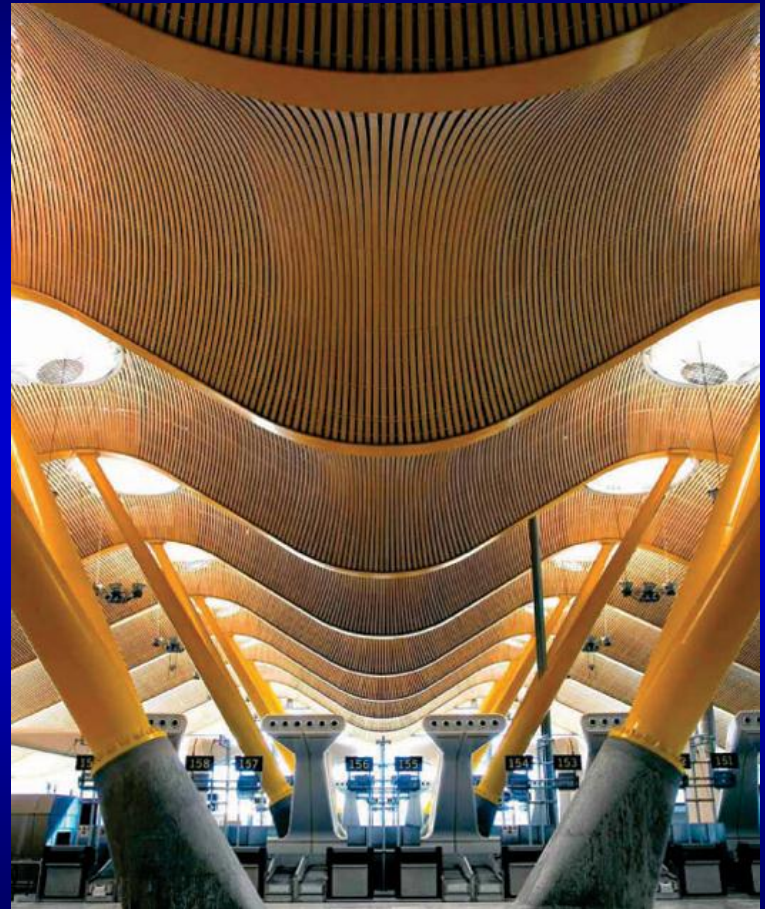
- 586 Monobrand Doors in 5 Continents
- 316 Directly Operated Stores
- Distributed in ~100 World Markets



150 Doors in Top Travel Retail Locations

- Airports as New Shopping Cathedrals
- Time is Precious
- Airports Make People Equal
- Feel like a VIP
- Gift as Ritual

A World Apart



Madrid Barajas T4

- Consumption Growth Slowing Down In Japan, Europe and United States
- Asian Travellers Designing a New Geography:
 - ❖ “Tourism” Capitals: Paris, Venice, New York...
 - ❖ “Hub” Capitals: Frankfurt, Dubai, London...
 - ❖ “Gambling” Capitals: Macau, Las Vegas, Singapore...



Travellers Driving Luxury Double-Digit Growth

- Create an Exclusive Environment
- Clean Airports from Cheap Food, Souvenir and Sleeping People
- Luxury Experience and Product Mix Are Key
 - ❖ London T5 vs. Bangkok
 - ❖ Singapore vs. New Delhi
- Retail Quality as in Luxury Streets
 - ❖ Visual Merchandising, Fixtures and Sales Associates
- Hermès as Best-in-Class



SF Store at Chongqing Domestic Terminal



Bangkok Suvarnabhumi Airport , May 2011

- Airports Obsolete Infrastructures
- Lack of Investments
- Unfriendly Atmosphere (Immigration and Security Checks)



White Plains Airport, NY

An Opportunity to Exploit

Salvatore Ferragamo

The China Factor

- Around 60 Millions Travellers
- Chinese Strong Brand-addiction boosted by Fast-Growing Spending Power
- The Learning Curve: from Chateau Lafitte to Kelly Bags
- Indulge Chinese Customers through European Style and Asian Service



Carina Lau

- Will Keep Growing Double-Digit
- Strong Brands Will Get Stronger
- Stores Size Will Become Larger
- Consumers Ask to Be “Impressed”



The "A" SuperYacht



The Ferrari 458

Be Global and Breath Your Markets

