

# SALVATORE FERRAGAMO

**DFS Galleria, San Francisco, CA**

DESIGNER: **Kenne Shepherd Interior Design**, New York, NY

ITALIAN ARCHITECT: **Studio Monsani, Roberto Monsani**, Florence, Italy

CONSTRUCTION MNGR. & DISPLAY FIXTURE MANUFACTURER:

**Richter & Ratner**, Maspeth, NY

PHOTOGRAPHY: **Toshi Yoshimi**, Los Angeles, CA



**T**HE NEW, 9000 sq. ft. Salvatore Ferragamo store that opened in the DFS Galleria on Union Square in San Francisco is the new retail prototype design created by Kenne Shepherd of New York, based on designs by Roberto Monsani of Florence. The store houses a complete collection of Ferragamo's designer accessories as well as men's and women's ready-to-wear, shoes, etc. According to Ms. Shepherd, "The design of the store brings a fresh minimalist style and soft modern appeal to the time honored tradition of the family name."

What motivated this new design was Ferragamo's desire to reposition itself in the luxury market by attracting a younger consumer as well as enhance the efficiency of store build-outs and operations. "The challenge is to offer a fresh and dynamic retail experience that accomplishes the retailer's goals without compromising the exclusivity and sophistication of their name brands."

Kenne Shepherd took her design cues from photographs of some of the new European Ferragamo stores designed by Roberto Monsani, a Florentine architect. "The design approach in previous stores was to create a much more modulated, somewhat dramatic and highly defined stage for Ferragamo's merchandise often consisting of lacquered finishes and strong geometric shapes. In direct contrast to this attitude, the San Francisco store offers a much more subtle play of shades, textures and finishes as an inviting backdrop to the rich display of Ferragamo's luxurious leathers, cashmeres and silks."

The overall layout and organization of the space is similar to that used in the previous stores. The store is divided into four primary areas: handbags, women's ready-to-wear, men's ready-to-wear and women's shoes. They are all equally prominent and



the site lines are kept open from as many angles within the store as possible. There is a main entrance from Geary St. (opposite Union Square) and a secondary entrance from the Galleria; both open onto two story high spaces. Women's shoes, the company's strongest line, is set at the rear of the store to draw customers through the other

merchandise presentations. The second strongest line—handbags—is featured in the front of the store along with ties and scarves “to create a strong visual impact.”

The retail space is surrounded by light beige painted wood paneled walls instead of the former black lacquered frames. Bleached maple shelves seem to float in front of the display panels. They replace the cherry trimmed triangular shelves previously used. Simple, elegant, satin finished walnut display cases with stainless steel frames and matching tables, designed by Kenne Shepherd, replace the black metal fixtures of before. The polished dark gray ceramic tile floors in the men's and women's ready-to-wear areas are highlighted with custom area rugs: “an elegant counterpoint to the rich harmony of materials that flow through the store.” Mirrors are used throughout to highlight displays, demarcate product groups and satisfy the shopper's need to check herself out.

“The new, soft minimalist design of the San Francisco store is a tribute to Ferragamo's unmistakable style and the family's vision as one of the truly great and original powerhouses of the fashion industry.”