

Ferragamo's Softer Side



Salvatore Ferragamo, the latest luxury European retailer to dramatically redesign its identity, unveiled the new look at San Francisco's DFS Galleria in Union Square.

Kenne Shepherd Interior Design Architecture [New York] collaborated with Ferragamo to soften the edges of its signature minimalist style. Working within a 9,000-square-foot space that formerly housed I. Magnin, Shepherd avoided the lacquered finishes and strong geometric shapes of previous Ferragamo stores in favor of a more subtle play of shades, textures and finishes.

New bleached-maple shelves seem to float in front of display panels thanks to a system of hidden supports. And satin-finished walnut display cases with stainless steel frames coordinate with a series of display tables. The quiet but highly polished look continues with dark grey ceramic floors and a subtle rhythm of mirrors that highlight displays and delineate product groups.

The aim is to attract younger customers, enhance build-out efficiency and integrate more open-sell strategies. But familiar elements such as the store's division into four main product groups remains the same. Long-time customers will still recognize *their* sleek Ferragamo under the softer new look.

Design Team: Kenne Shepherd Interior Design Architecture PLLC, New York - Kenne Shepherd, principal; Studio Monsani, Florence, Italy - Roberto Monsani, principal

Outside Consultants: Johnson Schwinghammer Lighting Consultants Inc., New York [lighting]; Avcon Design Group, New York [electrical/mechanical engineer]; Soundsight, New York [audio visual]; Richter+Ratner, Maspeth, N.Y. [construction manager]

Suppliers: Richter+Ratner, Maspeth, N.Y. [display and wall fixtures]; Modular Intl., Pittsburgh; Lighting Services Inc. [LSI], Stony Point, N.Y.; Hera Lighting, Norcross, Ga.; Luceplan USA, New York; Alko Lighting, Franklin Park, Ill.; Lightlab, Springvale, Australia; Indy Lighting, Fishers, Ind.; Specialty Lighting Industries Inc., Shelby, N.C.; Day-o-Light, Warwick, R.I. [lighting]; Philips Lighting Co., Somerset, N.J.; General Electric, Fairfield Conn.; Eye Lighting Intl., Mentor, Ohio [lamps]; Schlage, Woodcliffake, N.J. [hardware].