

Salvatore Ferragamo

and

VOGUE

to kick off the

2014 MID-WINTER GALA

at the newly relocated

SALVATORE FERRAGAMO BOUTIQUE

238 POST STREET | SAN FRANCISCO

THURSDAY, JANUARY 23 | 6:00 TO 8:00 PM

Press Recap

Allison Speer Public Relations

Salvatore Ferragamo Fetes New San Francisco Boutique

By DIANE DORRANS SAEKS

Salvatore Ferragamo opened its new boutique on San Francisco's Post Street Thursday night with a reception hosted by Vanessa Getty, Kathryn Lasater, Allison Speer and start-up founder Trevor Traina that officially kicked off the annual Mid-Winter Gala, which the brand is sponsoring.

Traina, who most recently founded e-commerce site IfOnly, was excited by the brand's sponsorship of the gala. "They are designing the decor with an Italian theme," he noted. The party also marked the house's 100-year anniversary and founding in California.

Other guests included philanthropist Bitu Daryabari; Nirav Tolia; Deepa Pakianathan; Fared Adib, chief product and innovation officer at Sprint; Connie Nielsen, and Alex Chases.



Located in a handsome neoclassical building, the store's location puts it alongside luxury peers like Cartier and Prada — its earlier incarnation was in Union Square. The 11,000-square-foot boutique boasts a new, two-story facade of floor-to-ceiling glass windows, Champagne-colored metal framing and textured Italian marble, all framed within the building's original pilasters and frieze.

"Our move to Post Street signals a dramatic new direction for Ferragamo, with an elegant new two-level store design and a renewed emphasis on men's wear," said Vincent Ottomanelli, president and regional director of Ferragamo USA.

Ottomanelli added the move will allow the brand to become a part of the tech scene in the city. "We have had a great history with our Union Square store for the last 11 years, and San Francisco has always been one of our biggest markets, but we saw the tangible new vibe on Post Street. It's changing fast, it's young, and it is very international," he said.

SFLUXE

MID-WINTER CHIC AT FERRAGAMO BOUTIQUE

WRITTEN BY DAMION MATTHEWS / PHOTOGRAPHY BY DREW ALTIZER / PUBLISHED 25 JANUARY 2014

Mid-Winter Gala Co-Chairs **Vanessa Getty**, **Trevor Traina**, **Kathryn Lasater**, and **Allison Speer** recently hosted a cocktail reception at the new **Salvatore Ferragamo** boutique at 236 Post Street in San Francisco to kick off the gala and celebrate the opening of the store.

The relocation of the boutique coincides with the House's biggest milestone — as **Peter Christman**, a Ferragamo executive visiting from Beverly Hills explained to me, it was 100 years ago that Mr. Salvatore Ferragamo himself arrived in America with dreams of creating some of the world's most beautiful shoes. He settled in Hollywood and opened his first shop there. It's a company with a strong California heritage!

Guests included **Boaz Mazor** (in town from New York to show the **Oscar de la Renta** collection to clients like **Dede Wilsey**), actress **Connie Nielsen**, style icon **Denise Hale**, the fashion world's favorite real estate broker **Dolly Lenz** (clients have included **Karl Lagerfeld**, **Tommy Hilfiger**, and **Donna Karan**, among others), Nextdoor.com founder **Nirav Tolia** with wife **Megha**, and Fine Arts Museums Trustees such as **Lisa Zanze**, **Kate Harbin**, **Carol Bonnie**, **Carl Pascarella** with wife **Yurie**, **Lonna Wals**, and **Lucy Young Hamilton** with husband **William**.

The new 11,000 square foot store takes up two floors, and is larger than its previous Geary Street location. With Tunisian stone and Mondrian walnut flooring, Artemide light sculptures, and LED lighting throughout, it's an airy, chic, yet comforting space that provides the perfect environment for shopping from Ferragamo's luxurious selection.

The store features Creative Director **Massimiliano Giornetti's** women's and men's ready to wear collections, shoes, handbags, fine jewelry, and accessories, and is a wonderful reflection of the direction Giornetti has taken the house — more refined, sexy, and sophisticated than in years past.



SALVATORE FERRAGAMO S.F. + MID-WINTER GALA



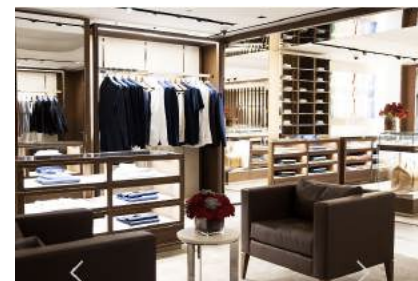
Italian fashion house **Salvatore Ferragamo** celebrated its 100th anniversary on Thursday, January 23, with a cocktail reception at the brand's newly relocated boutique on Post Street in San Francisco. The evening also kicked off festivities leading up to the 2014 Mid-Winter Gala in March, with a percentage of sales benefiting the **Fine Arts Museums of San Francisco**. Gala co-chairs Vanessa Getty, Kathryn Lasater, Allison Speer, and Trevor Traina all donned looks from the line for the evening, as did Carol Bonnie, Vandy Boudreau, Katie Traina, Tatum Getty, Kate Harbin, and Connie Neilsen. **KCRW DJ Mathieu Schreyer**, known for curating music at the Chateau Marmont, also donned a look from the label's men's line as he manned the turntables at the party.



C SOCIAL FRONT

“Ferragamo has promised lots of Italian style, and we are so looking forward to that,” said Trevor Traina, at a cocktail reception held at the new **Salvatore Ferragamo** boutique in San Francisco on Thursday, January 23. The event, hosted by the Florence-based fashion house, along with Traina, Vanessa Getty, Kathryn Lasater, and Allison Speer also served as a glittering kick-off party for the 2014 Mid-Winter Gala benefiting the **Fine Arts Museums of San Francisco**. Ferragamo is sponsoring the annual ball, which takes place on March 8, at the **Legion of Honor** museum in the city. Traina, who recently founded **IfOnly**, was joined by numerous tech and financial world guests including Silicon Valley philanthropist Bitu Daryabari, Kate Harbin, Erin Glenn, Nirav Tolia of **Nextdoor** and his wife Megha, bio-tech venture capitalist Deepa Pakianathan, **Vaunte** fundraiser Nina Zinterhofer Stanford, and Fared Adib of Sprint.

Guests got a look at the boutique’s new two-story façade floor-to-ceiling glass windows and textured Italian marble, all framed within the building’s original pilasters and its frieze. Inside, they found a 11,000-square-foot boutique with a grand staircase of marble, walnut, mirror-polished stainless steel, and LED lighting, all imported from Italy, as well as a custom ceiling sculpture by **Ross Lovegrove for Artemide**. All of this set the stage for Creative Director Massimiliano Giornetti’s collections for women and men as Pacific Heights philanthropists—many dressed in his designs—gathered to celebrate the city’s Fine Arts Museums.



RACKED

The Current Fashion Obsessions of San Francisco's Socialites



The city's social set was out in full force (mostly dressed in [Ferragamo](#)) to revel in the brand's new space at 236 Post. Mid-Winter Gala Co-Chairs **Vanessa Getty**, **Trevor Traina**, **Kathryn Lasater**, and **Allison Speer** hosted the cocktail party, which also served to kick off the upcoming **2014 Mid-Winter Gala** and to celebrate **Ferragamo's 100 year anniversary**. As the full house shopped the two floors of fine leather goods (a percentage of sales benefited the [Fine Arts Museums of San Francisco](#)), we searched the well-heeled crowd to find the best-dressed socialites to ask, "What's your current fashion obsession?"