

Florence – Basel, via Hollywood

Ferragamo has dressed celebrities the world over and now gives them wristwatches, too

The Salvatore Ferragamo fashion house celebrated 80 years in the business just last year and for this occasion presented its first collection of watches. To celebrate its debut in the world of

watches, the Italian Maison went to BASELWORLD and to the Shanghai Museum of Contemporary Art, where the Ferragamo Timepieces collections were part of the high-profile exhibition

dedicated to the history of Ferragamo and its icon products. Footwear, handbags, apparel, foulards and jewellery, which lured women like Joan Crawford, Marilyn Monroe, Audrey Hepburn and Princess Diana to the legendary Hollywood Boot Shop from the day it opened. Ferragamo's designers paid homage to this powerful tradition, rich in icon products, when creating distinctive flagship timepieces. These features are even more evident in the 2009 collections previewed at BASELWORLD, with watches like Vara Large, whose case revisits the buckle silhouette from the famous Vara shoe. As is traditional at Ferragamo, the watch was created with a focus on comfort and the case shape takes into account

the ergonomics of the wrist. Vara comes in both casual and formal versions, and is the classic man's watch that every woman wants for herself. The Gancino ornament is another brand icon and was the inspiration for the line named after it. The smart Gancino watch is a Ferragamo Timepieces' bestseller, offered in a wide range from the basic steel-case version to the deluxe solid gold model with diamonds. The version worn by Claudia Schiffer in the recent ad campaign is truly sophisticated, with its tempest of 184 gemstones. The evolving Salvatore line is also appealing. Originally conceived for men, it is now extended through a female version with Salvatore Lady, whose steel case silhouette evokes the famous 1930s wedge. The watch has a quartz movement and outstanding precious detailing with a profusion of diamonds even set into the mother-of-pearl dial as hour markers. The Swiss Luxury Division of the Timex Group produces and distributes the line, which can be found in Ferragamo boutiques, in jewellers selling watches, and in several luxury department stores, with prices ranging from 1,000 to 3,500 euros. Success has been fast: the precious materials, Ferragamo's deep-rooted history and its irresistible charme made all the difference (rb) ■ 1.1/E11



Claudia Schiffer wears a steel Gancino, with a tempest of 184 diamonds



Ferragamo presents Vara Large at BASELWORLD: an elegant, feisty man's watch