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DAILY NEWS

FASHION SHOWS

VIDEO

TRENDS

Street Chic

In The Papers

Who's Who

News Archive

Today's

People &

Vogue.c

Home > Daily News > Frieze On Ferragamo



Salvatore Ferragamo's Bond Street boutique

<< Previous Story

Wedding Belles

Next Story >>

Playing Dirty

Frieze On Ferragamo

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SALVATORE FERRAGAMO will strengthen its ties with the art world next week when it commemorates this year's Frieze Contemporary Art Fair by transforming its Bond Street boutique into a temporary gallery space.

On the evening of Thursday, October 16, co-hosts Sally Albemarle, Manfredi Della Gherardesca and Gerry Fox will unveil a specially-commissioned installation by emerging video artist Cecile Paris in the store at an exclusive event, which will culminate in a performance by French singer Barbara Carlotti.

Ferragamo himself was consistently inspired by and involved in the art world during his lifetime. In the mid-Nineties he opened the Salvatore Ferragamo museum in Florence and won the Guggenheim Enterprise and Culture prize; it's an ongoing relationship that the design house is keen to continue to foster.

"Young people are constantly in my thoughts. It is our duty to give them input, inspiration and support," comments Wanda Ferragamo, honorary president of Salvatore Ferragamo, of the label's decision to showcase Paris' work.

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