



## **SALVATORE FERRAGAMO INNOVATES THE CUSTOMER EXPERIENCE WITH MICROSOFT AND HEVOLUS WITH THE TRAMEZZA PROJECT - FUTURE OF CRAFT**

*Thanks to the Microsoft Azure Cloud platform and HoloLens 2 mixed reality headset, the Made-to-Order Tramezza service is innovating by making the experience of customization and online purchase of Salvatore Ferragamo men's shoes even more engaging.*

Milan, October 15th, 2020 - **Salvatore Ferragamo** relies on **Microsoft** and its technological partner **Hevolus** for its digital transformation path, to **enrich the customer experience** and meet the expectations of increasingly digital customers.

Thanks to **Microsoft's Cloud Computing and Mixed Reality technologies**, upon which **Hevolus's Augmented Store at Home** platform is based, the brand will offer an innovative service to its customers. With this service, they will be able to choose and customize the **Tramezza men's shoe collection**, and it will be used in-store or online through an immersive and very high-resolution experience.

By browsing in a dedicated web application based on the **Azure** cloud, customers of the Made-to-Order Tramezza program will be able to visualize the digital twin of the shoes on their screen and interact with their accurate 3D reproduction to customize materials, colors, details and finishes, giving life to their own custom Made-to-Order Tramezza.

The service allows you to:

- choose from **four Tramezza models** (Baron, Barclay, Brighton, Ronald), **five materials** - from Betis to suede, crocodile leather, lizard, crocodile nubuck - and **nine colors**;
- **customize the sole** by choosing the color;
- **choose the buckle**.

The platform also allows you to start **shared interactive sessions in augmented reality**, during which a client advisor can enter users' virtual room wearing Microsoft's **HoloLens 2** holographic computer or the store device to support them during the choice and configuration of the model that is most suitable for their needs and during customization phases. Thanks to the Mixed Reality of Microsoft HoloLens 2 and the Azure Spatial Anchors, the client advisor can visualize the selections made by the customer, lead the experience and remotely assist the configuration process, the creation of the wishlist and the order management.

Finally, at the end of the experience customers can also visualize the digital twin of their shoe in augmented reality.

[Click here](#) to access the Made-to-Order Tramezza platform.



"Craftsmanship and innovation have always distinguished our Tramezza shoe collection and thanks to the collaboration with Microsoft and Hevolus, we will be able to assist our customers even more effectively, offering highly immersive and personalized experiences. The Tramezza - Future Of Craft project is part of our digital transformation path aimed at constantly innovating the service to our customers and is already offering significant benefits in various areas: from the optimization of the customer journey in an omnichannel perspective to better management of space in physical stores, from the simplification of purchasing methods to better customer service, up to a rise in conversion rates. We look forward to introducing the new service to our customers around the world, and we will meet them in the coming months through exclusive in-store events in 24 cities, from Milan to London and Paris, from Tokyo to Hong Kong, to the Mexico City and São Paulo ", said **Micaela le Divelec Lemmi, CEO of Salvatore Ferragamo**.

"Salvatore Ferragamo's experience confirms the increasingly central role of new technologies also in the luxury market and in particular in the fashion market, a sector that is proud of its tradition and craftsmanship. The power of Cloud Computing and technologies for mixed reality, such as the HoloLens2 headset, represent an extraordinary enabler to create increasingly engaging and customer experiences that build customer loyalty. In the coming years, they will play a crucial role in the global growth of companies. We are proud to work - together with our partners such as Hevolus - with the excellence of Made-in-Italy, supporting them on their digital transformation path for the benefit of the entire sector and the development of the Italian economy ", commented **Silvia Candiani, CEO of Microsoft Italy**.

"The transformation process that is impacting the entire retail industry involves digital technology, which is playing a very important role in helping companies restart and innovate with a holistic approach centred on the final customer. Salvatore Ferragamo's project is a source of great pride for Hevolus. Its success lies in the perfect balance achieved between the level of technological innovation, based on Microsoft's Cloud Computing and Mixed Reality with HoloLens 2, and the level of innovation of the Made-To-Order service offered to the customer through a high-value and high-quality phygital experience. It is highly engaging because it goes far beyond the concept of the online configurator. Tramezza's 3D digital twins, remote assistance in real-time, remote sharing of the experience, visualization in mixed and augmented reality are absolute novelties for the brand and its customers - added **Antonella La Notte, CEO of Hevolus Innovation**.

#### **Salvatore Ferragamo S.p.A.**

Salvatore Ferragamo S.p.A. is the parent Company of the Salvatore Ferragamo Group, one of the world's leaders in the luxury industry and whose origins date back to 1927. The Group is active in the creation, production and sale of shoes, leather goods, apparel, silk products and other accessories, along with women's and men's fragrances. The Group's product offer also includes eyewear and watches, manufactured by licensees. The uniqueness and exclusivity of our creations, along with the perfect blend of style, creativity and innovation enriched by the quality and superior craftsmanship of the 'Made in Italy' tradition, have always been the hallmarks of the Group's products. With approximately 4,000 employees and a network of 643 mono-brand stores as of 30 June 2020, the Ferragamo Group operates in Italy and worldwide through companies that allow it to be a leader in the European, American and Asian markets.

[www.ferragamo.com](http://www.ferragamo.com)

#### **Hevolus Innovation**

Hevolus Innovation is specialized in research and development of innovative business models for a phygital customer experience. It is Microsoft Worldwide partner for Mixed Reality, winner of the SMAU 2019 and 2018 Innovation Awards, winner of the Retail Week Awards 2020 in the Game Changer category and already appears in the list of the top ten European suppliers of AR / VR platforms. Hevolus Innovation is a leader in the world of disruptive technologies (Mixed Reality,



Augmented Reality, Virtual Reality, Artificial Intelligence, Microsoft Dynamics and cognitive services) which are used to innovate the shopping experience and business strategies in the reference markets. It addresses the entire retail industry and deals with Corporate Open Innovation for the multinational Würth, with successful projects for some key sectors of the group, including carpentry, naval sector, the wood industry and the manufacturing industry.

Hevolus has CDP Venture Capital SGR by its side as the sole investor supporting the company's global growth.

[www.hevolus.it](http://www.hevolus.it)

## **Microsoft**

Microsoft enables organizations to implement their digital transformation projects with new innovation scenarios, such as Cloud Computing and Artificial Intelligence. The company's mission is to support people and organizations around the world to achieve more, thanks to technology and the digital world. More information on Microsoft is available here

<https://www.microsoft.com/it-it/>

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