

# GUCCI

## **Gucci Unveils Advertising Campaign Featuring Jennifer Lopez for Launch of New Children's Collection**

### **Gucci Announces Donation to UNICEF's 'Schools for Africa' Initiative**

October 21, 2010, MILAN - Gucci is pleased to announce that recording artist and actress Jennifer Lopez will star in a special advertising campaign dedicated to the launch of Gucci's new children's collection. In addition, Gucci also announced a new donation to UNICEF's Schools for Africa initiative in honor of the company's partnership with UNICEF and the launch of the children's collection.

The new children's collection - represented by the iconic Gucci teddy bear - is divided into two age ranges from 0 to 2 years and 2 to 8 years and will be available in selected Gucci directly operated stores, department and specialty stores from November onwards. The collection comprises apparel, shoes, small leather goods, footwear (up to size 33) and selected accessories, including jewelry, sunglasses, scarves and blankets.

The advertising campaign was shot by photographers Mert and Marcus on location in Malibu. It will break worldwide from November in magazines, newspapers, outdoor and online. Gucci will celebrate the launch of the new children's collection on November 20th, which is Universal Children's Day, with children's tea parties during the week at six of its most important flagship stores in Milan, London, New York, Los Angeles, Hong Kong and Tokyo.

Over the course of its relationship with UNICEF since 2005, Gucci has committed more than US\$ 9 million and has consistently supported UNICEF's life-saving treatment, care and prevention programs for orphans and vulnerable children in sub-Saharan Africa, where nearly 1 million children have been orphaned by the HIV/AIDS pandemic. Over time, the partnership has evolved to focus on education through UNICEF's 'Schools for Africa' initiative, which aims to increase access to quality basic education for millions of children in Africa, with a special emphasis on helping the most disadvantaged – girls, orphans and children living in extreme poverty.

In celebration of its partnership with UNICEF and the launch of its new children's collection Gucci has pledged a further US\$ 1 million to UNICEF's 'Schools for Africa' initiative with a specific focus on Mozambique and Malawi, where Gucci Creative Director Frida Giannini travelled with UNICEF in November 2009 to see firsthand how Gucci's donations are helping children.

Giannini commented, "I visited Malawi at the end of last year and saw the very difficult situation children face in sub-Saharan Africa, where so many children

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don't get the chance to go to school. I saw that UNICEF's Schools for Africa program is successfully providing this opportunity that so many of us take for granted. Every child has the right to an education, and an education is forever." Giannini continued, "I am honoured that Jennifer Lopez has agreed to work with me on the campaign for the new Gucci children's collection. I have always been a fan of Jennifer's both as a musical artist and an actress, but now most of all as a devoted mother."

Jennifer Lopez began her relationship with Gucci by attending the fundraising event Gucci hosted in New York on February 6th, 2008, which raised over US\$ 2.7 million for UNICEF. "I was particularly inspired when I first met Frida in 2008 at the fundraising event she hosted in New York to benefit UNICEF. When Frida told me about her trip to Malawi and her excitement about launching her new children's collection, I was inspired by her idea to build upon Gucci's long term support for UNICEF with a donation in honor of the launch of the collection." Lopez added, "As a mother, I am proud to be a part of this campaign to benefit UNICEF's Schools for Africa program."

Gucci's new \$1 million donation to UNICEF education programs in Malawi and Mozambique will support activities including constructing classrooms, equipping schools with play areas and clean water and proper sanitation facilities, and implementation of health, nutrition and hygiene programs.

As well as making US\$ 250,000 of the US\$ 1 million pledge in Jennifer Lopez's name, Gucci is also donating US\$ 50,000 to her non-profit organization The Maribel Foundation, which is dedicated to improving the health and well-being of women and children, and raising the level of medical care available to them.

## **About Gucci**

Founded in Florence in 1921, Gucci is one of the world's leading luxury fashion brands. With a renowned reputation for quality and Italian craftsmanship, Gucci designs, manufactures and distributes highly desirable products such as leather goods (handbags, small leather goods, and luggage), shoes, ready-to-wear, silks, timepieces and fine jewellery. Eyewear and fragrances are manufactured and distributed under license by global industry leaders in these two sectors. Gucci products are sold exclusively through a network of directly operated boutiques (295 as of June 2010) and a small number of selected department and specialty stores. For more information about Gucci, please visit [www.gucci.com](http://www.gucci.com).

## **About "Schools for Africa" and Gucci's past support:**

'Schools for Africa' is a joint initiative founded in 2004 by UNICEF, the Nelson Mandela Foundation and the Hamburg Society. In the context of the child-friendly 'Schools for Africa' initiative, UNICEF is working with governments, local authorities, communities, and other partners in 11 of Africa's most needy countries including Angola, Burkina Faso,

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Ethiopia, Madagascar, Malawi, Mali, Mozambique, Niger, Rwanda, South Africa and Zimbabwe to benefit twelve million children.

Funds from the first five years of the Gucci-UNICEF partnership are supporting important UNICEF programs in sub-Saharan Africa, including:

- Constructing and rehabilitating schools
- Increasing the number of Child-Friendly schools, offering a safe and protective environment where children can learn and play
- Equipping schools with clean water sources and sanitation facilities for girls and boys
- Training teachers and providing learning materials for students
- Communication and implementation of health, nutrition, hygiene, and HIV-prevention programs