

Gucci appoints Alessandro Michele as Creative Director

Gucci and Kering are pleased to announce the appointment of Alessandro Michele as Gucci's new Creative Director with total creative responsibility for all of Gucci's collections and its brand image. Alessandro's first collection in his new role will be for Women's ready-to-wear for Autumn/Winter 2015-16 to be presented on 25 February, in Milan.

Alessandro Michele, 42, studied at Accademia di Costume e di Moda in Rome and joined Fendi as Senior Accessories Designer. He moved to Gucci's Design Office in 2002, assuming growing responsibilities within the Creative Department until he was promoted to the role of Associate to the Creative Director Frida Giannini in May 2011. In September 2014, he took on the additional responsibility as Creative Director of Richard Ginori, the renowned Italian fine porcelain brand that Gucci acquired in June 2013.

Commenting on the appointment, Marco Bizzarri, President and CEO of Gucci, said: *"After a considered and thorough selection process, Alessandro Michele has been chosen to assume the role as Gucci Creative Director, based upon the contemporary vision he has articulated for the brand that he will now bring to life. Alessandro and I are fully aligned on this new contemporary vision needed by the brand and we will be continuously inspired by that new identity in our respective roles and duties."*

"Alessandro's talent and his knowledge of the company and the design teams in place will for sure allow him to move quickly and seamlessly in implementing his new creative direction for the collections and the brand." continued Marco Bizzarri. *"The Gucci Men's Autumn/Winter 2015-16 collection presented on 19 January, which was realized thanks to a remarkable collaboration between the men's design and production teams, is a clear indication that the brand is ready to take a new direction."*

François-Henri Pinault, Chairman and CEO of Kering, stated: *"Throughout its history, Gucci has always created attention and excitement through its innovative and distinctive products and collections as it has become Italy's most renowned fashion house and one of the most iconic and prominent luxury brands in the world. Alessandro Michele has both the qualities and the vision necessary to bring a new contemporary perspective to Gucci and lead the brand into an exciting new creative chapter of its history."*

About Kering

A world leader in apparel and accessories, Kering develops an ensemble of powerful Luxury and Sport & Lifestyle brands: Gucci, Bottega Veneta, Saint Laurent, Alexander McQueen, Balenciaga, Brioni, Christopher Kane, McQ, Stella McCartney, Tomas Maier, Sergio Rossi, Boucheron, Dodo, Girard-Perregaux, JeanRichard, Pomellato, Qeelin, Ulysse Nardin, Puma, Volcom, Cobra, Electric and Tretorn. By 'empowering imagination' in the fullest sense, Kering encourages its brands to reach their potential, in the most sustainable manner. Present in more than 120 countries, the Group generated revenues of €9.7 billion in 2013 and had 35,000 employees at year end. The Kering (previously PPR) share is listed on Euronext Paris (FR 0000121485, KER.PA, KER.FP).



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