

GUCCI GROUP CONFIRMS COMMITMENT TO ALEXANDER McQUEEN BRAND



Amsterdam, February 18th, 2010 - Gucci Group this morning confirmed its commitment to continue with the Alexander McQueen brand following the tragic death of its founder. Gucci Group CEO Robert Polet believes the Alexander McQueen brand has a strong future. The Group is providing all logistical, financial and human support to the Alexander McQueen team and working hard to continue the brand's growth. In this perspective the brand will present its collection during Paris fashion week and plans will be realised by the Alexander McQueen team shortly.

Robert Polet, President and CEO of Gucci Group said: "I believe strongly in the Alexander McQueen brand and its future. Lee Alexander will leave behind an important legacy that Gucci Group will continue to protect, grow and celebrate. There is an outstanding team at Alexander McQueen, a team that has enormous talent and energy and a passion that Lee was extremely proud of, and so am I."

François-Henri Pinault, Chairman and CEO of PPR, said: "Lee Alexander was a pure genius and a poet who was imaginative and original. His art went beyond the fashion world. The Alexander McQueen trademark will live on. This is the best tribute that we could offer to Lee."

About Gucci Group

Gucci Group N.V. is one of the world's leading multi-brand luxury goods companies. Through the brands Gucci, Yves Saint Laurent, Bottega Veneta, Alexander McQueen, Balenciaga, Boucheron, Sergio Rossi, Stella McCartney, the Group designs, produces and distributes high-quality personal luxury goods, including ready-to-wear, handbags, luggage, small leather goods, shoes, timepieces, jewellery, ties and scarves. Also, under license from global industry leaders, eyewear and fragrances, cosmetics and skincare products. The Group directly operates stores in major markets throughout the world and wholesales products through franchise stores, duty-free boutiques and leading department and specialty stores. Gucci Group is owned by PPR whose shares are traded on the Euronext Paris (# 121485, PRTP.PA,PPFP).

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