



GUCCI

**PPR CORPORATE FOUNDATION FOR WOMEN'S DIGNITY & RIGHTS JOINS GUCCI
IN SUPPORT OF DOCUMENTARY FILM**

**ANNOUNCING THE "SPOTLIGHTING WOMEN DOCUMENTARY AWARD"
IN PARTNERSHIP WITH THE TRIBECA FILM INSTITUTE**

Paris, France and New York, NY – Monday, May 23, 2011 – The PPR Corporate Foundation for Women's Dignity & Rights and Gucci today jointly announced the creation of the Spotighting Women Documentary Award as part of the Gucci Tribeca Documentary Fund (GTDF), now in its fourth year.

As Gucci and Tribeca Film Institute prepare next week to present the grants for the 2011 Gucci Tribeca Documentary Fund, the PPR Foundation for Women's Dignity & Rights is pleased to announce its additional support toward this signature grant program. The new Spotighting Women Documentary Award will expand the reach of the Gucci Tribeca Documentary Fund with USD \$50,000 to be awarded to film projects that illuminate the courage, compassion, extraordinary strength of character, and contributions of women from around the world.

As an extension of the Gucci Tribeca Documentary Fund, the Spotighting Women Documentary Award will continue the mission of the PPR Foundation by expanding GTDF's search for films that focus on remarkable stories involving women and women's issues.

"I'm very pleased that the PPR Foundation has partnered with the renowned Tribeca Film Institute. This award dedicated to films about women is a wonderful opportunity to raise awareness about women's issues such as violence, rights, and empowerment to a large audience." said François-Henri Pinault, Chairman of the PPR Corporate Foundation for Women's Dignity & Rights.

As a member of the Board of Directors of the PPR Foundation, Gucci Creative Director Frida Giannini presented the idea that the Foundation support the Gucci Tribeca Documentary Fund – with a specific focus on films about women – to the Board late last year, culminating in the creation of this new award.

"It has been rewarding to support the creativity and commitment of these documentary filmmakers, whose films bring greater awareness and understanding of critical subjects from around the world," said Giannini. "The mission of the Gucci Tribeca Documentary Fund is a perfect match for the PPR Foundation, and will allow us to expand the scope and the reach of this worthwhile program."

In its first three years, the Gucci Tribeca Documentary Fund awarded a total of USD \$100K annually to at least four separate documentary film projects. The Spotighting Women Documentary Award will additionally award USD \$50K to a minimum of two documentary film projects annually.

Grantees of the Spotighting Women Documentary Award will have access to the same year-round benefits as all recipients of the Gucci Tribeca Documentary Fund. Each grantee receives unique one-on-one guidance and consultation from the Tribeca Film Institute, helping each film reach completion and enter the marketplace in the best possible position.

"This new partnership is a strong addition to the Gucci Tribeca Documentary Fund," said Jane Rosenthal, Co-Chairperson of the Board, TFI. "PPR's dedication to women's issues will allow the Spotighting Women Documentary Award to uncover profound projects highlighting the character and courage of women."

The 2011 grant recipients for the Gucci Tribeca Documentary Fund and Spotighting Women Documentary Award will be announced next week.

About the PPR Foundation

Since its inception in 2009, the PPR Corporate Foundation for Women's Dignity & Rights pursues two objectives: fighting violence against women and promoting the social and economic empowerment of vulnerable women, their families and communities. The Foundation develops partnerships with local and international NGOs, supports raising awareness programs and encourages staff mobilization.

www.fondationppr.org

About PPR

PPR nurtures a group of high-growth global brands distributed in more than 120 countries. Through its Consumer and Luxury brands, PPR generated revenue of €14.6 billion in 2010, and had approximately 60,000 employees at December 31, 2010. The PPR share is listed on Euronext Paris (FR 0000121485, PRTP.PA, PPFPA). To explore the PPR brand universe, please visit www.ppr.com : the Luxury group (Gucci, Bottega Veneta, Yves Saint Laurent, Balenciaga, Boucheron, Sergio Rossi, Alexander McQueen and Stella McCartney), Puma, Fnac and Redcats (La Redoute, Vertbaudet, Somewhere, Cyrillus, Daxon, Ellos, The Sportsman's Guide, The Golf Warehouse and large size division brands).

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 (327 DOS as of March 2011) and a small number of selected department and specialty stores.

About Gucci Tribeca Documentary Fund

The Gucci Tribeca Documentary Fund provides annual finishing grants to international documentary filmmakers with feature-length film projects in production or post-production that highlight critical topics of social significance currently missing from mainstream media. The Fund focuses on documentaries that are driven by thoughtful, accurate and complete storytelling. The Fund has provided 20 grants since its inception in 2008, and is administered by the Tribeca Film Institute (TFI). TFI is a year-round nonprofit arts organization founded by Robert De Niro, Jane Rosenthal, and Craig Hatkoff in the wake of September 11, 2001. TFI empowers filmmakers through grants and professional development, and is a resource for and supporter of individual artists in the field. The Institute's educational programming leverages an extensive network of people in the film industry to help New York City students learn filmmaking and gain the media skills necessary to be productive citizens and creative individuals in the 21st century.

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