

ALEXANDER MCQUEEN

Alexander McQueen to take up full control of McQ label for the next stage of its growth

London, October 11th 2010 - Alexander McQueen today announces that it will resume full control of McQ, Alexander McQueen's Contemporary lifestyle brand, at the expiration of the current licence agreement with SINV SpA. A new internal team will be created with the creative direction of Pina Ferlisi under the leadership of Alexander McQueen Creative Director Sarah Burton.

Alexander McQueen agreed a five-year manufacturing and licensing agreement with SINV SpA in 2005 which has seen the McQ brand develop substantially.

The agreement will conclude with the Spring Summer 2011 collection and at this point Alexander McQueen will resume full responsibility for McQ.

Alexander McQueen and SINV are working closely together to ensure a smooth handover.

Jonathan Akeroyd President & CEO of Alexander McQueen commented: "Following the successful five-year co-operation with SINV, McQ will become our responsibility alongside the core Alexander McQueen label, allowing us to share ideas and knowledge, expand the business and grow the already iconic brand. My thanks go to the team at SINV for their dedication to and support of McQ. Over the past five years McQ has established itself internationally with its young, renegade but always signature McQueen style, and we are ready to take it to the next stage in its development."

About Sarah Burton

Sarah Burton is British born. She grew up and was educated in Manchester and studied fashion at Central Saint Martins College of Art and Design in London graduating in 1997.

1996 Joins Alexander McQueen.

2010 Appointed creative director of Alexander McQueen.

About Pina Ferlisi

Pina Ferlisi has been creative director of Generra and held senior design posts at Coach, Gap and Marc by Marc Jacobs. In 2010 Ferlisi was named Creative Director of the McQ line.

About Alexander McQueen

Alexander McQueen designs, manufactures and distributes women's and men's ready-to-wear and accessories. The Company operates in over 50 countries around the world through 11 (at the time of distribution) directly operated stores, including flagship stores in New York, London, Milan, Los Angeles, Las Vegas, as well as through 360 (at the time of distribution) leading department and specialty stores.

Alexander McQueen brand was founded in 1992 by Lee McQueen. In December 2000, 51% of the brand was acquired by Gucci Group, where he remained Creative Director until his passing in February 2010.

Alexander McQueen is part of Gucci Group N.V., owned by PPR. Shares in PPR are traded on the Euronext Paris (#121485, PRTP.PA, PFPF).

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