



Press Release

23.03.2016

Brioni appoints Justin O'Shea as Creative Director

Brioni and Kering are pleased to announce the appointment of Justin O'Shea as creative director of the Brioni House. O'Shea will be responsible for the brand's collections as well as its image, effective 1st April 2016.

He joins from the online retailer mytheresa.com where he most recently held the position of fashion director.

Justin O'Shea expressed: *"I am deeply honored to undertake this new challenge for such prestigious and celebrated menswear house. It is with great enthusiasm that I look forward to writing a new chapter in the story of Brioni".*

Gianluca Flore, Chief Executive Officer of Brioni stated: *"I am very confident Justin O'Shea's new artistic direction for Brioni will be instrumental in strengthening our core values and continuing to drive dynamism and innovation into the brand heritage. Justin has shown an accurate understanding of the company's DNA and historic roots and an assertive approach on how to make those values relevant for the brand today".*

Grita Loeb sack, Chief Executive Officer of Kering's Luxury - Couture & Leather Goods Emerging Brands, added: *"I join Gianluca in welcoming Justin O'Shea as Creative Director of Brioni. An unconventional profile for such a position, Justin brings a holistic approach and strong understanding of business. I believe his vision will accurately translate into this role and add a distinctive signature to the House".*

About Brioni

Founded in Rome in 1945, Brioni is recognised as the world's most prestigious menswear couture house. Under the leadership of CEO Gianluca Flore, Brioni develops and manufactures sartorial ready-to-wear, leather goods, shoes, eyewear and fragrance, in addition to the Su Misura - made-to measure - service. Brioni products are distributed globally through directly-owned boutiques and a network of selected department stores. The company is part of Kering group, a worldwide leading Luxury and Sport & Lifestyle group.

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, Boucheron, Dodo, Girard-Perregaux, JeanRichard, Pomellato, Qeelin, Ulysse Nardin, Puma, Volcom and Cobra. 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 more than €11.5 billion in 2015 and had more than 38,000 employees at year end. The Kering (previously PPR) share is listed on Euronext Paris (FR 0000121485, KER.PA, KER.FP).



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