



**AS 90TH ANNIVERSARY APPROACHES GUCCI EXTENDS SPONSORSHIP OF GUCCI MASTERS
FOR A FURTHER TWO YEARS**

**THE WORLD'S ELITE SHOW JUMPERS WILL COMPETE IN THE SECOND GUCCI MASTERS
FROM DECEMBER 3RD - 5TH, 2010**

September 30th, 2010, PARIS – Organizer EEM (European Equestrian Masters) is pleased to announce that Gucci, one of the world's leading luxury fashion brands, has extended its title sponsorship of the Gucci Masters for the years 2010 and 2011. The Gucci Masters, which was established in December 2009 when Gucci returned to equestrian sponsorship after an absence of 20 years, immediately established itself as one of the world's most prestigious indoor equestrian competitions. Gucci has long been associated with the sporting glamour of the equestrian world. Various symbols—from the horse bit to the striped girth strap—have inspired the Florentine house's designs over the years subsequently becoming iconic Gucci signatures.

"The Gucci Masters provides a perfect link to Gucci's values, prestige and culture," commented Frida Giannini, Gucci's Creative Director. "As we approach the House's 90th anniversary in 2011, it is an event that perfectly symbolizes the traditions we proudly carry forward."

The second Gucci Masters will take place from December 3rd to 5th, 2010, once again at the Parc des Expositions Paris Nord Villepinte exhibition centre during the Paris Horse Show, which runs from December 4th to 12th. The Gucci Masters will bring together the world's best riders along with an audience of many well-known personalities, who are equestrian enthusiasts, including Martina Hingis, Nicolas Canteloup and Gucci-sponsored Charlotte Casiraghi, who will be taking part in the CSI 2* events. Some 40,000 spectators are expected to come along to see the riders and their mounts, who will have competed at the World Equestrian Games in Kentucky, USA, just a few weeks before. The highlight of the three days of competition will be the Gucci Grand Prix, a CSI 5* competition with a €300,000 prize, scheduled for Sunday December 5th.

Christophe Ameeuw, General Manager of EEM, said, "The Paris Masters is one of the world's most important equestrian occasions, it is therefore very fitting that we have one of the world's most prestigious brands as the title sponsor. Gucci's heritage and values are the perfect complement".

Virginie Couperie-Eiffel added, "I am honoured to once again be named as the official Ambassadors for this wonderful equestrian meeting, where sporting excellence and the elegance of Gucci combine to create such a special atmosphere. It is a spirit that is unique to the world of equestrianism, which is why the sport is attracting such a growing following".

Kevin Staut, European Champion and current show jumping world number one, will complete an exceptional line-up of the world's top 40 riders. He heads up a contingent of French riders who are in outstanding form, as evidenced by their victorious performance at the 2010 Nations Cup. The other favourite for the event will be Belgium's Jos Lansink, winner of the Gucci Masters last year and the reigning World Champion, who will be defending his

crown in Lexington at the end of the month. Eric Lamaze, Canada's Olympic Champion, has also confirmed his attendance and will be sure to be vying for top honours.

During the course of its three day sponsorship, Gucci will once again open a temporary retail store on site for visitors to enjoy shopping between the shows, including a limited edition scarf and made to order boots.

Practical info

Address:

Gucci Masters
Parc des Expositions – Hall 5B
Paris Nord Villepinte
95970 Roissy Charles de Gaulle

Information and tickets:

www.guccimasters.com
and usual outlets
Tel: +33 (0)892 683 622 (0.34€ TTC/min)
Rates: €10 to €60

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 (295 as of June 2010) and a small number of selected department and specialty stores.

www.gucci.com

EEM - European Equestrian Masters

Founded by Christophe Ameeuw and Nelson Pessoa, the living legend of show jumping, EEM organizes two international CSI5 show jumping competitions, in Brussels and Paris. These have since established themselves as two of the biggest indoor equestrian events, both having now hosted the Final of the Rolex IJRC Top 10. EEM organizes both the Audi Masters in Brussels, in the last week of November (Nov 25th to 28th, 2010) and the Gucci Masters in Paris, in the first week of December (Dec 3rd to 5th, 2010).*

In Paris, EEM will be supported by Virginie Couperie-Eiffel, official ambassadress of the Gucci Masters. The outstanding horsewoman from Bordeaux and French Champion in 2005, is a descendant of a family steeped in equestrian tradition, and will be a prominent presence for all riding enthusiasts.

The Paris Horse Show

Founded in 1972, the Paris Horse Show or Salon du Cheval de Paris is an official event of the CENECA - the French National Centre for Agricultural Exhibitions and Competitions, which also owns the International Agriculture Show. Its president, Jean-Luc Poulain, is president of both these shows. The show jumping competition (CSI 5), along with the World Arabian Horse Championship, the French indoor Championship, and the International Vaulting Masters, are the most prestigious events at the Paris Horse Show (December 4th to 12th, 2010). Every year in December, over 120,000 visitors and 350 exhibitors come together around their shared passion, making the Paris Horse Show a truly unique event.*

Press Contacts

Gucci

Camilla Orlandi
+39.02.880051
camilla.orlandi@it.gucci.com

Gucci Masters

Agence Point Virgule
Marion Lauria +33 1 73 79 50 67
mlauria@pointvirgule.com
Solenn Morgon +33 1 73 79 50 60
smorgon@pointvirgule.com

www.guccimasters.com