



Press Release

04.09.2014

Lionel Vermeil appointed Director of fashion and luxury intelligence of Kering

Lionel Vermeil is appointed as Director of fashion and luxury intelligence of Kering, effective September 2014. He reports to Louise Beveridge, Senior Vice President Communications and a member of the Kering executive committee. Lionel Vermeil will bring his expertise of the industry and provide analyses of fashion trends and new design talents to Kering and its brands.

Lionel Vermeil, 49, was previously Communications Director of Balenciaga, a position he has held since 2007. He started his career at the press office of the Jean Paul Gaultier fashion house in 1986. Between 2002 and 2003 he was Head of international Press and Public Relations at Givenchy, before being appointed Communications Director of Jean Paul Gaultier.

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, McQ, Balenciaga, Brioni, Christopher Kane, Stella McCartney, Sergio Rossi, Boucheron, Dodo, Girard-Perregaux, JeanRichard, Qeelin, Pomellato, Puma, Volcom, Cobra, Electric and Tretorn. 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 €9.7 billion in 2012 and had 35,000 employees at year end. The Kering (previously PPR) share is listed on Euronext Paris (FR 0000121485, KER.PA, KER.FP).

Contacts

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