



## PRESS RELEASE

### STELLA MCCARTNEY, A NEW BRAND FOR THE PPR AND YOOX GROUP JOINT VENTURE

Paris, Milan, 28 November 2012 – PPR S.A. and YOOX S.p.A. are pleased to announce the addition of Stella McCartney to the brands already included in the newly-created joint venture dedicated to managing mono-brand online stores of several PPR luxury brands.

The joint venture agreement already includes Bottega Veneta, Yves Saint Laurent, Alexander McQueen, Balenciaga and Sergio Rossi.

The Stella McCartney online store will be launched globally by the end of 2012 and, alongside the other brands in the agreement, it will go live in China by the end of 2013.

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#### About PPR

The PPR Group empowers a coherent ensemble of Luxury and Sport & Lifestyle premium brands, specializing in apparel and accessories, to reach their full growth potential. Distributed in more than 120 countries, PPR generated revenues of €12.2 billion in 2011 and had over 47,000 employees at year end. The PPR share is listed on Euronext Paris (FR 0000121485, PRTP.PA, PPFPA). Find out more on Gucci, Bottega Veneta, Yves Saint Laurent, Alexander McQueen, Balenciaga, Brioni, Stella McCartney, Sergio Rossi, Boucheron, Girard-Perregaux, JeanRichard, Puma, Volcom, Cobra, Electric, Tretorn and Fnac at [www.ppr.com](http://www.ppr.com).

#### About YOOX Group

YOOX Group is the global Internet retailing partner for leading fashion & design brands. It has established itself amongst the market leaders with multi-brand online stores [yoox.com](http://yoox.com), [thecorner.com](http://thecorner.com) and [shoescribe.com](http://shoescribe.com), as well as with numerous mono-brand online stores, from [armani.com](http://armani.com) to [zegna.com](http://zegna.com), all "Powered by YOOX Group". The Group has also partnered with PPR in a joint venture dedicated to managing the mono-brand online stores of several PPR luxury brands. The Group has offices and operations in Europe, the United States, Japan, China and Hong Kong and delivers to more than 100 countries worldwide. YOOX Group is listed on the Milan Stock Exchange as YOOX.MI. Find out more at [www.yooxgroup.com](http://www.yooxgroup.com).

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