



PRESS RELEASE

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KERING OPENS NEW OPERATIONS CENTER IN WAYNE, NEW JERSEY

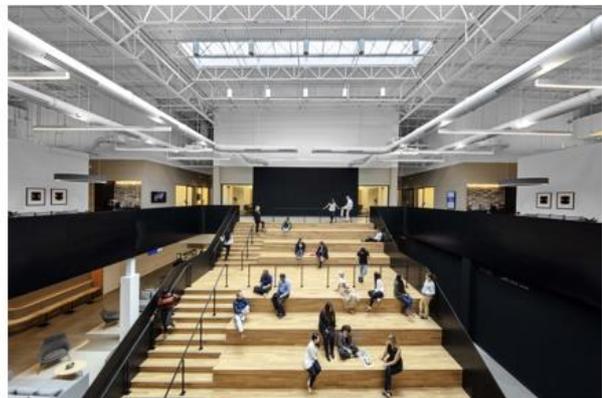


PHOTO: ERIC LAIGNEL PHOTOGRAPHY

Kering, the global luxury group, is pleased to announce the opening of its new operations center in the United States in Wayne, New Jersey.

The state-of-the-art office in Wayne, New Jersey replaces Kering's former facility in Secaucus and will serve as the company's North American operations center.

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With the opening of offices in Wayne, Kering continues to strategically invest in the region to cope with the increased demand and continued growth of its Houses in the market. These new facilities allow for

the Group to better adapt to House specific strategic changes, including volume growth, while the benefits realized will allow for the continued success of the Group and its Houses for the years to come.

“Wayne is an incredible achievement for Kering Americas. The current pandemic presents numerous challenges, but our employees continue to persevere with creativity and resilience. We have been given the opportunity to reflect, retool and react so that as we move forward, we can work better than ever before. The United States is a key country for the Group, and we are excited to not only better serve our clients in this market, but to further invest in this region and to attract the best talent,” said Jean-François Palus, Group Managing Director of Kering Group.

Technology was an integral component of the building’s architectural design in order to achieve the highest functionality with the lowest level of aesthetic intrusion. Some of the key tech features of Wayne include a Tech Bar and a Retail Lab to validate new in-store tech solutions in order to better manage retail and end users’ IT-related activities for the region.

“Our new headquarters feature technological advancements that place us at the forefront to better support our Houses and their growing retail networks. Wayne provides us with the ability to support our ambition to achieve state-of-the-art performance, promoting both short-term improvements and long-term transformation for the Group,” said Laurent Claquin, President of Kering Americas.

The interior of the building, which was designed by architecture firm HLW, blends elements of French style, simple materials, and a neutral color palette to balance sophistication and warmth with the building’s industrial nature. Taking inspiration from Kering’s Paris office’s central courtyard, which anchors the flow of the workspace, HLW designed a 50-foot stadium staircase, which leads to a mezzanine level and cascades into the cafe, offering views out onto a nearby golf course through 24-foot-tall windows.

With sustainability at the heart of Kering’s mission, the new operations center was designed for a LEED Gold certification. Sit-to-stand personal benches are situated along the wall of windows that line the length of the building to ensure each employee is surrounded by natural light. This access to daylighting and views of greenery further illustrates Kering’s commitment to a healthier work environment.

Referring to the design of the interior, Claquin added, “Our employees’ work-life experience remains our priority. Our facility in Wayne offers best-in-class amenities focused on preserving safety, wellness, and community which has proven to be of the utmost importance during these challenging times.”

Completed in Summer 2020, this construction project is the second largest structure in Wayne township and joins other redevelopment efforts in the area.

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About Kering

A global Luxury group, Kering manages the development of a series of renowned Houses in Fashion, Leather Goods, Jewelry and Watches: Gucci, Saint Laurent, Bottega Veneta, Balenciaga, Alexander McQueen, Brioni, Boucheron, Pomellato, DoDo, Qeelin, Ulysse Nardin, Girard-Perregaux, as well as Kering Eyewear. By placing creativity at the heart of its strategy, Kering enables its Houses to set new limits in terms of their creative expression while crafting tomorrow's Luxury in a sustainable and responsible way. We capture these beliefs in our signature: "Empowering Imagination". In 2019, Kering had nearly 38,000 employees and revenue of €15.9 billion.

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