

BOUCHERON

PARIS

BOUCHERON CELEBRATES “HOME”, YANN ARTHUS-BERTRAND’S MOVIE SUPPORTED BY PPR

Paris, FRANCE (May, 2009) – Boucheron, the French High-Jewelry House, celebrates the launch of the movie “HOME”, for which its parent company PPR is the exclusive worldwide partner, with an online auction benefiting “the Initiative for Responsible Mining Assurance”, an effort to promote and verify more responsible mining practices for gold and other metals.

Boucheron will participate in the movie’s promotion. A section on www.boucheron.com will be dedicated to inform visitors about the project. On this occasion, the House has especially created “The Magnetic Quatre”, a unique combination of four golds. Precious metals and gems are amongst the earth’s most precious gifts; the amalgamation of different golds and textures of this unique product symbolizes our planet’s four elements; wood, air, water and earth and reminds us of their fragile balance.

The Magnetic Quatre will be auctioned off on eBay.fr the day after HOME’s worldwide premiere, on June 6th to June 13th. The online auction will be accessible through www.boucheron.com. All the proceeds will go to “the Initiative for Responsible Mining Assurance”.

Boucheron is a member of CRJC (Council for Responsible Jewellery Practices) since August 2006 to promote responsible social and environmental practices in a transparent and accountable manner throughout the industry from mine to retail. Boucheron has also signed on to the No Dirty Gold campaign’s “Golden Rules” for more responsible metals sourcing. Boucheron also applies the Gucci Group code of business practice (available on guccigroup.com) to its own operations and PPR is signed up as a signatory to UN Global Compact.

The movie HOME by Yann Arthus-Bertrand is co-produced by Elzévir Films and EuropaCorp, Luc Besson’s company. HOME will be made up of aerial images which have been filmed in more than fifty countries around the world. A voice-off will offer constructive hindsight into the major environmental and social challenges facing our world.

The worldwide release of the movie will be organized by EuropaCorp on June 5th, 2009 – World Environment Day – in cinemas, on television, on DVD and on the Internet around the world. The aim of this simultaneous worldwide broadcasting is to enable as many people as possible to watch the movie together. The objective of HOME is not to make a profit. It’s only benefit of Home will be to contribute towards increasing awareness of our responsibility towards the planet. On June 5th we all have a date with the Planet!

Boucheron Press Office
+33(0)142440943
20 Rue de la Paix
75002 Paris
Service.presse@fr.boucheron.com

ABOUT BOUCHERON

A French family dynasty founded by Frederic Boucheron in 1858, the House has ceaselessly seduced the most discerning, drawing them in with the world's most beautiful and precious creations. Over the decades four generations of the founding family have guarded the Boucheron legacy, a commitment that has continued under the Gucci Group within P.P.R., which bought the company in 2000 and celebrated the House's 150th anniversary last year.

With a clientele of movie-stars writers, artists, maharajahs and magnates Boucheron has always appealed to those who are as famous and fabulous as its jewelry. Patrons of the company have included Royalty: Maharajah Sir Bhupindar Singh of Patiala, Riza Shah Pahlavi, Czar Alexander III, Queen Farida of Egypt, Queen Rania of Jordan. Affluent American families: The Astors, the Vanderbilts and the Rockefellers. As well as legendary film stars: Greta Garbo, Rita Hayworth, Marlene Dietrich and more recently Nicole Kidman, Cameron Diaz, Katie Holmes, Julianne Moore and Anne Hathaway.

Boucheron takes much of its jewelry inspiration from the natural world with the serpent being a particular House favorite. Currently there over 45 Boucheron boutiques worldwide and an e-commerce site for jewelry connoisseurs wherever they may reside.

ABOUT PPR

PPR develops a portfolio of high-growth global brands. Through its Consumer and Luxury brands, PPR generated sales of €20.2 billion in 2008. The Group is present in 94 countries and territories with approximately 88,000 employees. PPR shares are listed on Euronext Paris (FR 0000121485, PRTP.PA, PPF.P).

To explore the universe of PPR brands go to www.ppr.com: Fnac, Redcats Group (La Redoute, Vertbaudet, Somewhere, Cyrillus, Daxon, Ellos, The Sportsman's Guide, The Golf Warehouse and brands of the plus-size division), Conforama, CFAO, Puma and the Luxury brands of Gucci Group (Gucci, Bottega Veneta, Yves Saint Laurent, Balenciaga, Boucheron, Sergio Rossi, Alexander McQueen and Stella McCartney).