



PRESS RELEASE

Paris, May 16, 2011



## **Pierre Bouissou appointed President and CEO of Boucheron**

PPR today announces that Jean-Christophe Bedos, President and CEO of Boucheron, has decided to leave the Group, and Pierre Bouissou will succeed him in the role as of the 10<sup>th</sup> June, 2011 in order to allow for a smooth transition.

Commenting on this announcement, Alexis Babeau, Deputy CEO of PPR Luxury activities, said: *"We are glad to welcome Pierre to Boucheron and PPR. With Pierre I am confident we have someone with the skills and experience necessary to build on the work done so far and accelerate the positive trends that have already been put in place. For the past seven years, Jean-Christophe Bedos has dedicated himself to returning Boucheron to a position of health and growth. Under his leadership, Boucheron was re-launched on the international stage as one of the world's most prestigious jewelers. We thank Jean-Christophe for his significant contribution and wish him the very best as he now turns to new challenges."*

Pierre Bouissou commented: *"I am delighted to have been given this opportunity. Boucheron is a prestigious brand with a 153 years' heritage as well as being the trend setter in the elite world of high jewellery. It will be very exciting to develop this brand to an even higher level of excellence."*

Jean-Christophe Bedos added: *"I am proud and delighted to have successfully achieved the objectives that had been set for Boucheron. After seven years, the time has come for me to pursue new challenges. I would like to thank Mr. François-Henri Pinault, Chairman and CEO of PPR, Mr. Alexis Babeau, Deputy CEO of PPR Luxury activities, as well as Mr. Robert Polet, former President and CEO of Gucci Group, for their trust and support throughout these years, which have been most exciting and fulfilling. I would also like to thank my colleagues from PPR and all the Boucheron team worldwide without whom my mission would not have been successfully accomplished."*

### **About Pierre Bouissou**

*Pierre Bouissou has extensive experience in brand management and development. He joins PPR from LVMH where he served most recently as Managing Director of Berluti where, under his insightful guidance, the brand has experienced a profitable growth. Prior to Berluti, he served as Business Unit Manager of the beauty and skincare products at Parfums Christian Dior. Before joining LVMH, Pierre held various marketing and development roles for Laboratoires Pierre Fabre and L'Oréal. He began his career as International Product Manager for Skincare at Unilever in Paris. A French national, Mr. Bouissou earned business degrees from Institut D'Administration des Entreprises (IAE) in Nice and ISA/ HEC (École des Hautes Études Commerciales) in Paris.*



### **About PPR**

PPR nurtures a group of high-growth global brands distributed in more than 120 countries. Through its Consumer and Luxury brands, PPR generated revenue of €14.6 billion in 2010, and had approximately 60,000 employees at December 31, 2010. The PPR share is listed on Euronext Paris (FR 0000121485, P RTP.PA, P PFP).

To explore the PPR brand universe, please visit [www.ppr.com](http://www.ppr.com): the Luxury group (Gucci, Bottega Veneta, Yves Saint Laurent, Balenciaga, Boucheron, Sergio Rossi, Alexander McQueen and Stella McCartney), Puma, Fnac and Redcats (La Redoute, Vertbaudet, Somewhere, Cyrillus, Daxon, Ellos, The Sportsman's Guide, The Golf Warehouse and large size division brands).

### **About Boucheron**

The House of Boucheron, a French family dynasty of jewelers, created by Frédéric Boucheron in 1858, and expanded by four generations of the founder's direct descendants, in the year 2000 found a worthy successor in PPR. With its clientele of film stars, authors, artists, maharajahs and billionaires, Boucheron - which celebrated its 150th anniversary in 2008 - holds particular appeal for those whose celebrity and status find a match in its magnificent creations. Throughout its long history of brilliant collections, between uniqueness of design and bold sophistication, Boucheron jeweler offers the promise of exquisite luxury and alluring fascination. With the magical ease of a true artist, Place Vendôme's master jeweler selects and combines precious stones from an extensive palette of flamboyant colors from among the world's rarest and most desirable gems. With its free spirited and audacious designs, the House of Boucheron constantly reinvents the timeless essence of unique elegance.

Boucheron currently operates more than 50 boutiques around the world, as well as an on-line sales website, [www.Boucheron.com](http://www.Boucheron.com) – so far available from Europe and the United States.

### **Media**

Paola Milani

+39 02 88 00 55 62

[paola.milani@guccigroup.com](mailto:paola.milani@guccigroup.com)

Claudia Mora

+39 02 88 00 55 50

[claudia.mora@guccigroup.com](mailto:claudia.mora@guccigroup.com)

### **Analysts/Investors**

Alexandre de Brettes

+33 (0) 1 45 64 61 49

[adebrettes@ppr.com](mailto:adebrettes@ppr.com)

Emmanuelle Marque

+33 (0) 1 45 64 63 28

[emarque@ppr.com](mailto:emarque@ppr.com)

**Website :** [www.ppr.com](http://www.ppr.com)