



PRESS RELEASE

Shanghai, November 6th 2020

KERING PARTICIPATES IN THE CHINA INTERNATIONAL IMPORT EXPO FOR SECOND YEAR IN A ROW

*SHOWCASING A VISION OF MODERN LUXURY AND
DEDICATED BIODIVERSITY STRATEGY IN 2020*

Kering and all its Houses are participating in the China International Import Expo (CIIE) for the second consecutive year, presenting its corporate signature “Empowering Imagination” and strategic vision of “Modern Luxury”, as well as profiling its important work in the world of biodiversity.



“In attending the CIIE this year, we appreciate and value this important opportunity to present Kering’s vision for the ongoing evolution of the luxury industry, and the role it can play in helping ensure a sustainable future. Moreover, we hope to expand our partnership with our business partners and stakeholders in China to further craft tomorrow’s Luxury together,” said Cai Jinqing, President of Kering Greater China.



“Taking an evolutionary approach to the design initiated in 2019, Buro Ole Scheeren delivers the latest iteration of an immersive and distinctive environment for this year’s Kering pavilion at the China International Import Expo (CIIE) 2020. In keeping with Kering’s commitment to environmental stewardship, Buro Ole Scheeren’s semi-modular design has been refreshed, reshuffled and redeployed. The pavilion reuses 66% of the overall material weight. Consisting of a series of rose-hued display cubes, prismatic vitrines, multimedia installations and iconic works of fashion from the Kering brands, this year’s pavilion is an imaginative statement on sustainability with style.” Ole Scheeren, Principal of Buro Ole Scheeren remarked.

Some exhibit highlights:

1. Gucci presents its signature Dionysus bags in the CIIE this year. Debuting at the Fall Winter 2015, the Dionysus instantly became the House’s most prestigious designs. Harmonizing old and new House elements, the Dionysus is a piece uniquely expressive of its time, chic and versatile, retro yet modern at the same time.
2. This year, Saint Laurent’s Creative Director Anthony Vaccarello presents the Saint Laurent Men’s Spring Summer 2021 collection with the promotional film “No Matter How Long The Night Is”. The new project is a unique virtual and physical experience, bringing together videos, augmented reality, 3D lenticular imagery, music playlist, street posters, hidden stickers, photo walls, flags, and more. The onsite installation will vividly represent this new project.
3. One of the highlights of Bottega Veneta’s exhibits is the Wardrobe 01 tote. The familiar form of the classic tote is softened and subverted for Wardrobe 01. Crafted in buoyant unlined Rubber Intrecciato, adjustable straps on either side offer sleek versatility and function. Adorned with the emblematic ‘V’, a detachable rubber pouch provides an additional layer of convenience.

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4. Balenciaga this year presents a vintage dress from the 1960s and a new 2020 dress-coat. The two pieces are an example of painstaking research and innovation in the creation of shapes and the technical construction of garments. They also illustrate how classic style and values are still relevant and modern today.
5. Alexander McQueen brings its Autumn/Winter 2020 women's and men's ready-to-wear collections to the CIIE. The women's collection is inspired by Wales, by the warmth of its artistic and poetic heritage, by its folklore and the soul of its craft. The men's collection draws inspiration from the artist and sculptor, Henry Moore, and from Scotland.
6. This year, Brioni is proud to celebrate its 75th anniversary. Honoring this milestone, Brioni retraced the steps that accompanied the beginning of its legendary journey by returning to Florence to unveil the Fall/Winter 2020 Collection.
7. Boucheron showcases Goutte de Ciel (Drop of Sky) necklace from the 2020 Contemplation Haute Joaillerie series, which creatively adopts NASA's scientific material Aerogel in interpreting the sparkling moment of nature.
8. Pomellato displays its unconventional yet colorful collections: Baring the naked splendour of a gem, NUDO shines with colour, playfulness and the shape of perfect irregularity; created for the 50th anniversary of Pomellato, ICONICA honours its rich goldsmith heritage; shimmering with the artistry of nature, SABBIA's pavéjewels capture the movement of light;
9. Qeelin showcases its iconic collections including Wulu, interpreting the mythical powers of the hulu as a stylish symbol of positivity and hope; Yu Yi, a contemporary piece of fine jewellery with the meaning of "good fortune"; Bo Bo, highlighting both the precious rarity of pandas, and the priceless value of childhood innocence and curiosity.
10. As a CIIE official edition, Ulysse Nardin has launched a Marine Chronograph Quantieme Annuel CIIE limited edition. The watch features a panda-inspired enameled dial with two small counters in black, an analogue of a Panda's rim of eyes. Both the intricate detailing and sophisticated craftsmanship are a tribute to China.

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11. Founded in 1791, Girard-Perregaux is one of the oldest fine watchmaking manufactures still in operation in Switzerland today. Our history is dotted with exceptional creations that bridge aesthetics and functionality to reveal the value of time. These include the iconic Laureato, born in 1975, as well as our Tourbillon ‘With Three Gold Bridges’ which made the invisible visible, transforming bridges from just a technical element to an integral part of the timepiece - a first in watchmaking.

12. Kering Eyewear is the one and only Luxury Eyewear company designs, develops and distributes eyewear for a complete and well-balanced portfolio of 15 Fashion and Luxury brands: Gucci, Cartier, Saint Laurent, Bottega Veneta, Balenciaga, Chloé, Alexander McQueen, Montblanc, Brioni, Dunhill, Boucheron, Pomellato, Alaïa, McQ and Puma.

“China is a key market for the global luxury industry and Kering has been successfully operating in China for over four decades,” Cai Jinqing remarked, President of Greater China, Kering. “From the first Gucci boutique in Hong Kong in 1974, to today, our stores are now present in more than 40 Chinese cities and our Houses are accelerating their online presence in China. China’s ongoing development and economic rise has seen Chinese consumers’ expectations of the luxury industry rapidly evolve and our commitment to serving these expectations is unwavering.”

Kering believes that “modern luxury” is not only represented by creativity and inspiration, but also in the responsibility of taking care of human being and the planet. In July, the Group published a dedicated biodiversity strategy with a series of new targets to achieve a “net positive”ⁱ impact on biodiversity by 2025. The strategic plan includes the launch of the “Kering for Nature Fund” to support the fashion industry’s transition to regenerative agriculture and the implementation of a series of projects to raise awareness on environmental protection.

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The “Biodiversity Room” within Kering Pavilion illustrates the progress of biodiversity strategies being implemented by Kering worldwide. One important example of Kering’s effort is its partnership with The Explorers, a global media platform building a rich catalogue of the Earth’s natural assets to enhance public awareness of the importance of biodiversity. Kering’s projects in China feature as one of the highlights of the “Biodiversity Room”. In January, Kering made a donation of RMB 7.5 million to the Hubei Red Cross Foundation in its work in combating COVID-19 during the peak of outbreak. In addition to providing immediate medical supplies to hospitals in Hubei province, the donation also helped finance educational initiatives organized by local organizations for children, young people, families and professionals. Kering has supported other initiatives aimed at raising awareness on biodiversity protections, respectively launched by the China Advertising Association (CAA), Shan Shui Conservation Center, and the Enjoy English and Music Culture Centre initiated: the “Wildlife Protection” public service advertising solicitation, “Wuhan Biodiversity Citizen Education Program” and a “Time Through Children’s Eyes” drawing competition.

You can scan the QR code below to access Kering’s virtual pavilion that enables distant audiences to tune into the Pavilion’s contents and displays.



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.

About Kering Pavilion

Taking an evolutionary approach to the design initiated in 2019, Buro Ole Scheeren delivers the latest iteration of an immersive and distinctive environment for this year’s Kering pavilion at the China International Import Expo (CIIE) 2020. In keeping with Kering’s commitment to environmental stewardship, Buro Ole Scheeren’s semi-modular design has been refreshed, reshuffled and redeployed. Consisting of a series of rose-hued display cubes, prismatic vitrines, multimedia installations and iconic works of fashion from the Kering brands, this year’s pavilion is an imaginative statement on sustainability with style.

About Büro Ole Scheeren

Büro Ole Scheeren is an international architecture firm that practices architecture, urbanism, interior design, and research. With offices in Hong Kong, Beijing, Bangkok, New York, London and Berlin, Büro

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Ole Scheeren designs and realizes pioneering building projects and urban developments worldwide. Recently completed projects include the Guardian Art Center in Beijing, a hybrid arts space and the headquarters for China's oldest auction house; MahaNakhon Tower, an architectural landmark for Bangkok and an extension and celebration of this vibrant metropolis; and DUO, a large-scale development in Singapore which actively engages the surrounding urban space to create a new civic nexus for the city. Further projects under development include Fifteen Fifteen, a sculptural residential tower and a new beacon for downtown Vancouver; Riverpark Tower in Frankfurt, the transformation of an existing office building into an expressive residential high-rise; a major urban redevelopment and super-tall skyscraper in Shenzhen; and Empire City in Ho Chi Minh City, a large-scale Observation Tower complex that presents a symbiotic vision of nature and living in the space of the city.

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ⁱ A company with a “net positive” impact on biodiversity is one in which the biodiversity disturbances resulting from the company’s activities are outweighed by positive impacts on biodiversity. This is usually achieved by following the mitigation hierarchy (or similar). More information is available at: <https://portals.iucn.org/library/sites/library/files/documents/Rep-2015-008.pdf>