

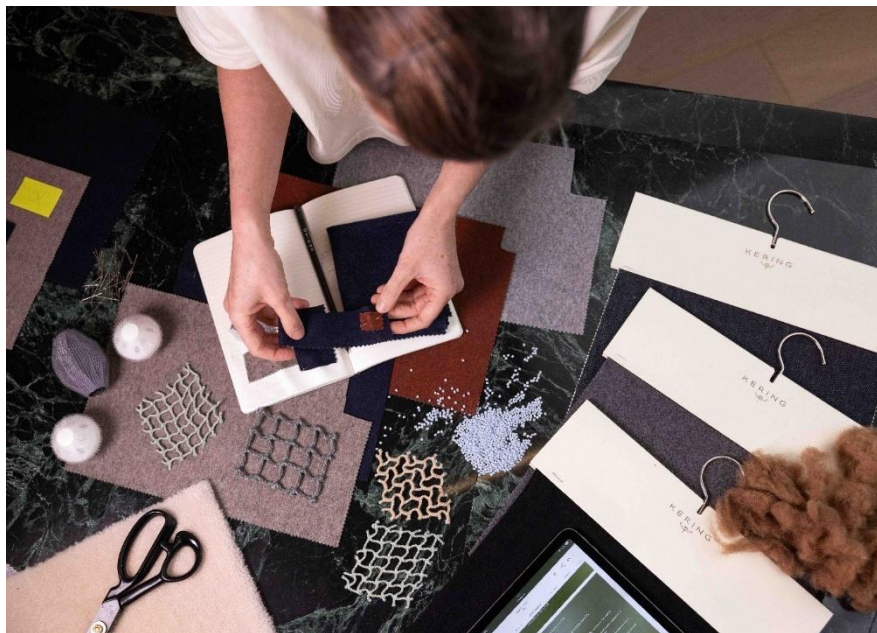


PRESS RELEASE

November 5, 2025

KERING TO LAUNCH KERING CRAFT: CREATIVE RESIDENCY FOR ARTISANSHIP, FASHION AND TECHNOLOGY, A PROGRAM IN PARTNERSHIP WITH SHANGHAI FASHION WEEK

Shanghai – Today, global luxury group Kering signed a Memorandum of Understanding (MoU) with the Shanghai Fashion Week to launch *Kering CRAFT*, standing for *Creative Residency for Artisanship, Fashion and Technology*. The announcement of this new initiative was made during the unveiling ceremony of the Kering Pavilion at the 8th China International Import Expo (CIIE), marking a significant milestone in Kering's deepening engagement with China's fashion and creative industries, and its supporting sustainable and forward-looking development.



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This industry-first initiative distills the essence of the luxury industry – craftsmanship, creativity, and innovation – into a visionary program that transcends sectors, brands, and borders. Designed to spotlight, accelerate, and elevate the next generation of visionary Chinese creative talent, the program aims to foster dialogue and exchange between China and Europe in design, craftsmanship, innovation and future business models. It reflects Kering's long-term commitment to shared prosperity and sustainable growth across the global fashion ecosystem.

"China is one of the world's most dynamic innovation hubs, impressing with its remarkable creativity and speed. This vibrant creative energy perfectly aligns with Kering's vision," said Luca de Meo, CEO of Kering. *"As we*



partner with Shanghai Fashion Week in this groundbreaking initiative, we are honored to play an active role in fostering international exchange in business, culture and innovation.”

Ji Shengjun, Director of Shanghai Fashion Week Organizing Committee, said: *“Guided by the philosophy of ‘integration of local and international visions’, we are proud to collaborate with Kering to nurture emerging talent in China’s fashion and creative industries. Together, we aim to build a platform that empowers local designers to engage globally, spark creativity, and strengthen brand-building capabilities—expanding the fashion ecosystem.”*



From left to right: Mr. Li Guoqing, Deputy Director of China International Import Expo Bureau; Mr. Liu Wei, Level-II Inspector of Shanghai Municipal Commission of Commerce; Mr. Nicolas Forissier, French Minister Delegate for Foreign Trade and Economic Attractiveness; Mr. Luca de Meo, Chief Executive Officer, Kering; Mr. Ji Shengjun, Director of the Shanghai Fashion Week Organizing Committee

The *Kering CRAFT* program will identify promising Chinese designers through a rigorous selection process led by an international jury of industry leaders and experts, in collaboration with the Shanghai Fashion Designers Association. Selected talents will participate in a cross-continental residency program spanning Milan, Paris, and Shanghai, curated by Kering. This immersive experience will combine artisanship, design, and business insights, encouraging dialogue around creativity, craftsmanship, and the future of luxury.

The initiative seeks to empower Chinese designers to build strong brand and business capabilities, fostering the emergence of “glocal” brands: local Chinese Houses with the potential to scale globally and create synergies with Kering’s Houses.



By facilitating exchanges between international creative communities, the program will also help amplify the global influence of the Shanghai Fashion Week. Through investment in talent, innovation, and the future, Kering is committed to nurturing the next generation of Chinese fashion leaders, making a lasting impact on both the Chinese and global fashion landscapes.

About Kering

Kering is a global, family-led luxury group, home to people whose passion and expertise nurture creative Houses across ready-to-wear and couture, leather goods, jewelry, eyewear and beauty: Gucci, Saint Laurent, Bottega Veneta, Balenciaga, McQueen, Brioni, Boucheron, Pomellato, Dodo, Qeelin, Ginori 1735, as well as Kering Eyewear and Kering Beauté. Inspired by their creative heritage, Kering's Houses design and craft exceptional products and experiences that reflect the Group's commitment to excellence, sustainability and culture. This vision is expressed in our signature: Creativity is our Legacy. In 2024, Kering employed 47,000 people and generated revenue of €17.2 billion.

About Shanghai Fashion Week

As a reputed City Name Card, Shanghai Fashion Week, relying on the urban heritage and cultural confidence of Shanghai, a century-old fashion capital, adheres to the positioning philosophy of "integration of local and international visions" and "balance between creative design and commercial implementation". In the past 20 years, it has evolved from a merely fashion showcase platform to a fashion eco landscape, which runs through the entire fashion industry, and is commented as "the world's most dynamic fashion week".

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