



PRESS RELEASE
November 5, 2025

KERING ATTENDS THE 8TH CIIE WITH EXQUISITE CREATIONS EMBODYING ITS “CREATIVITY IS OUR LEGACY” SIGNATURE

Shanghai, November 5, 2025 – Today, global luxury group Kering unveils its pavilion at the 8th China International Import Expo (CIIE) with all its Houses. The Kering Pavilion embodies the Group’s signature *Creativity is our Legacy* by showcasing the exquisite creations and experiences born of artisanal craftsmanship, reflecting the Group’s enduring commitment to excellence, sustainability and culture.

Luca de Meo, Chief Executive Officer of Kering, said: *“As one of the world’s leading luxury groups, Kering is deeply committed to the Chinese market. Leveraging the CIIE as a win-win international platform, we showcase the craftsmanship and know-how of our Houses and engage in dialogue with Chinese consumers. Meanwhile, we work closely with local industry partners to take part in China’s vibrant innovation landscape, explore new opportunities for growth, and contribute to the sustainable development of the luxury industry.”*



Kering Pavilion

For Kering, creativity is the most precious heritage of all. It lives at the heart of every House’s history: each originated from a powerful and unique creative perspective on fashion, beauty, and luxury, defining their future. Making its seventh consecutive appearance at the CIIE, Kering is featuring *Creativity is our Legacy* as the storytelling foundation of this year’s Pavilion. By blending heritage, artistry, sustainability,

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and innovation, the Pavillion offers visitors an immersive environment to explore Kering's living and evolving force of creativity. Designed by the renowned architecture firm Gensler, the Kering Pavilion draws inspiration from nature, expressing a balance between openness and intimacy. Gently curved enclosures create spaces for brand narratives to unfold. Open display tables, accentuated by curvilinear panels, form a landscape to showcase artisanal craftsmanship and sensory journeys.



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

During the unveiling ceremony of the Kering Pavilion, together with the Shanghai Fashion Week, the Group announced the launch of *Kering CRAFT: Creative Residency for Artisanship, Fashion and Technology* – through the signing of a Memorandum of Understanding (MoU). The announcement of this new initiative marks a significant milestone in Kering's deepening engagement with China's fashion and creative industries, and its supporting sustainable and forward-looking development. This first-of-its-kind initiative distills the essence of the luxury industry – craftsmanship, creativity, and innovation – into a 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.

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Experience the latest from the Houses in a fully immersive setting

The full spectrum of Kering's Houses comes together to showcase their craftsmanship and expertise within the Kering Pavilion. The participating brands include Gucci, Saint Laurent, Bottega Veneta, Balenciaga, McQueen, Brioni, Boucheron, Pomellato, Qeelin, Ginori 1735, Kering Eyewear, and the fragrance brands under Kering Beauté.

Continuing its creative legacy while looking toward the future, the Gucci booth is an experiential highlight, featuring archival pieces from the 1950s through the 1990s, tracing the evolution of the house's artistry in silk, offering coloring workshops and sharing sessions led by artists Yu Cai and Currynew. Visitors are invited to reinterpret the House's archival silk patterns through color and imagination. The Pavilion features the Asia-Pacific premiere of Balenciaga's new fragrance collection, as well as the first presentation of Bottega Veneta's fragrances collection at the CIIE. It also exhibits a custom-made dress from McQueen, making its first worldwide showcase since its appearance at the Met Gala in 2024. *More information on the brands' exhibitions in the Kering Pavilion can be found below.*

By integrating technology with immersive environments, the Kering Tech Digital Department demonstrates innovative applications of digital innovation in luxury consumption, offering visitors a fully engaging, personalized journey. Visitors begin their immersive journey with the "AR Signature" and then continue with the "AR Treasure Hunt", exploring iconic exhibits in a hybrid digital-physical space where technology and aesthetics define a distinctive experience.

Explore Kering's commitments to art, culture, and sustainability

While exploring the world of exceptional craftsmanship, visitors can also discover Kering's latest initiatives in art, culture, and sustainability. As the Official Co-Creation Partner of the 27th Shanghai International Film Festival, Kering celebrated the 10th anniversary of the Women In Motion program by co-hosting the "Golden Goblet Forum | Kering Women In Motion Talk" and presenting a Special Screening Program, highlighting female creativity in cinema, both in front of and behind the camera. Additionally, in alignment with Kering's new Water-Positive Strategy, the 4th edition of the Kering Generation Award China focused on "Pioneering Water Positive Impact", identifying promising, change-making startups and technologies that explore innovation around water stewardship across the value chain of luxury industry.

Sustainability is also embedded into every tangible aspect of the visitor experience. About 50% of elements in the Pavilion's construction are reused prefabricated modules from Kering's 7th CIIE, including walls, tables, and all Kering and brands logos. By incorporating recycled and repurposed materials, Kering demonstrates its dedication to sustainable practices. For part of the furniture, traditional leather is replaced with full-plant-life-cycle leather provided by PEELSPHERE, the first-place winner of the 2nd Kering Generation Award China.

In China, Kering continues to expand local collaborations with like-minded partners to accelerate the transition toward a more sustainable retail model. Kering signed a Memorandum of Understanding

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(MoU) with China Resources Mixc Lifestyle during the CIIE, establishing a strategic partnership. Through the "Sustainable Strategic Cooperation Initiative", the zero-carbon store pilot and Sustainable Lifestyle Promotion and Services, the partnership aligns with China's "dual carbon" strategy and green building standards to advance Kering sustainable practices across its stores located in mainland China's shopping malls under China Resources Mixc Lifestyle. With full-process technical support from Tsinghua University, the project will leverage technology as a driving force to ensure industry-leading innovation and professionalism across all stages, from design, construction, and renovation to operation.



From left to right: Mr. Jean-Marc Duplaix, Chief Operating Officer, Kering; Mr. Linkang Yu, Executive Director President, China Resources Mixc Lifestyle Services Limited; Ms. Jinqing Cai, President of Greater China, Kering

Location: Hall 6.2 Booth B3-01, National Exhibition and Convention Center (Shanghai), No.333 Songze Avenue, Shanghai, China



APPENDIX: BRAND EXHIBITIONS

GUCCI: The Art of Silk



Iconic theme: Flora scarf

Designed around Gucci's iconic Flora motif, the space unfolds in a palette of periwinkle blue, where floral carpets and walls echo the silk scarves on display. Archival pieces from the 1950s through the 1990s trace the evolution of Gucci's artistry in silk, from nautical and equestrian inspirations to poetic worlds of flora and fauna.

At the heart of the Gucci space is a curated selection of 10 archival pieces from the House's extensive collection. These include original drawings and scarves dating from the 1950s to the 1990s, each representing a distinct facet of Gucci's design language. Themes of flora, fauna, nautical, and equestrian inspirations are explored through works such as those by Vittorio Accornero, whose imaginative illustrations defined an era of Gucci silk artistry.

The Flora scarf, one of Gucci's most iconic designs, was created in 1966 as a tribute to Princess Grace of Monaco. Inspired by Rodolfo Gucci's wish to honor her with a unique gift, Vittorio Accornero completed the intricate masterpiece in just one week. Featuring 27 flowers alongside berries, butterflies, and insects, the elaborate composition required 37 distinct colors, each meticulously applied through separate printing steps. The motif's influence soon expanded, inspiring the brand's first silk dress in 1969. Over time, Flora has been continually reimagined, with each creative director infusing the design with their personal vision.



SAINT LAURENT: A Tension Between Rough Textures and Precise Details



Iconic exhibits: Saint Laurent Winter 2025 women's collection

The exhibition space presents Anthony Vaccarello's new design concept for Saint Laurent: a tension between rough textures and precise details. The design preserves the raw architectural materials while maintaining an air of elegance, guiding visitors through an environment that feels both distinctive and harmonious. Newly designed marble display tables showcase the precious allure of the Maison's collection pieces.

Saint Laurent Winter 2025 women's collection by Anthony Vaccarello affirms this founding ethos of the French Maison, with straightforward pieces free of superfluous details. Instead of speaking through ornament or padding, fabrics and precise construction shape the garments. Pure forms and volumes are derived from construction and cut. As a counterweight to the clothes' minimalism, slingback pumps with a stiletto heel and elongated pointed toe showcasing women's independence.

BOTTEGA VENETA: 50 Years of the Intrecciato Weave



Iconic exhibits: LARGE CABAT IN FUZZY INTRECCIO; WOVEN BASKET

Bottega Veneta presents four bags, each representing a different expression and evolution of the house's iconic leather weave, first introduced in 1975.

The Cabat, first introduced in Spring 2002, is a symbol of the House's craftsmanship and understated luxury. Representing an evolution of the Intrecciato technique, it refines the original process — where leather strips were woven onto a leather base — into the "Intreccio", in which double-faced leather strips

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are handwoven on wooden molds. The Large Cabat in Fuzzy Intreccio reveals the natural beauty of raw, hand-finished edges and a soft tactile texture, embodying the artisanal precision and individuality that make every creation one of a kind.

The woven basket, designed by Louise Trotter for the Summer 2026 Collection, combines the house's signature Intrecciato craftsmanship with tapestry techniques. Handwoven on a custom-made mold, the bag features a *mélangé* effect and sculptural volume, embodying the House's dedication to artisanal excellence. Each piece requires thirteen days of meticulous handcrafting.

BALENCIAGA: Five Designs from the House's Summer 26 Collection, Revealed at Kering's Paris Headquarters during Fashion Week



Iconic exhibits: the key look from Summer 26 Collection; Le City First Bag

Key pieces of critically acclaimed debut are arranged around a screen showing footage of the full show: The Heartbeat, Balenciaga's Summer 26 Collection which is Pierpaolo Piccioli's first collection for the House. An Apple Vision Pro headset equipped with an immersive view of the show gives participants a virtual experience of being seated front row.

The key look from Balenciaga Summer 26 Collection which is Pierpaolo Piccioli's first collection for the House. A short Sack Dress (worn as a top) and slim tailored trousers in ivory compact technical wool paired with Duchesse Pumps in white smooth nappa. The iconic Couture of founder Cristóbal Balenciaga — the Sack Dress is embedded in the actuality of today — bold and disruptive volumes applied to clothes that define our modern wardrobe. A vocabulary of contemporaneity, entirely transformed through approach.

On a separate plinth sits a Le City First Bag in black from Pierpaolo Piccioli's first collection for the House, first seen on the runway in Kering's Paris headquarters on October 4th, 2025 — bridging the work of former creative directors to today's Balenciaga. Le City First Bag as the symbol of Balenciaga's dual identity — effortless utility and refined allure — it is more than accessories; it is a living code of the brand's evolution.



McQUEEN: Artisanal Embroideries Inspired by Nature



Iconic exhibits: a custom look designed by Creative Director Seán McGirr for Lana Del Rey at the 2024 Met Gala; LOOK 42 from Spring Summer 2025 Collection

The artistry and skill of embroidery is rooted in the heritage of the McQueen house, established in founder Lee Alexander McQueen's earliest collections, which often included intricate motifs inspired by nature. Hawthorn branch embroidery was first introduced for the McQueen Spring Summer 1996 collection, 'The Hunger', which included intricate embellishments inspired by nature.

This particular archival reference was explored by Seán McGirr when creating a custom look for Lana Del Rey for the 2024 Met Gala. The look consisted of a corseted dress in silk double georgette and tulle, hand-embroidered with bronze hammered bullion hawthorn branches, inspired by the patina and form of Alberto Giacometti's sculptures. Here, a new motif blossoms with elegance.

The embroidery technique was later developed for pieces in the Spring Summer 2025 collection, which were realized in a combination of jet beaded motifs, sequins and intricate threadwork, set against sheer black tulle with layers of shredded organza. The collection also featured an intricate folkloric motif applied to tailored silhouettes, recalling the folkloric tale of the 'Banshee', an enigmatic spirit, entwined with nature, forming the core narrative of the collection. The motif, comprised of poisonous moonflowers, is finely rendered in glass stones, metallic threadwork and bullion.

BRIONI: A Legacy of Italian Sartorial Excellence



Iconic exhibits: Plume jacket; Jardigan

The presentation of Brioni is a testament to the brand's core values — exquisite materials, exceptional

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lightness, masterful artistry, and timeless elegance. This is brought to life through five signature pieces. This curated presentation offers a contemporary interpretation of Brioni's 80-year legacy, inviting visitors to experience the radiance of Italian sartorial artistry in every detail.

The Plume jacket epitomizes Brioni's commitment to exceptional lightness and masterful artistry. Its lightweight construction, relaxed fit, and hand-stitched details ensure ease of movement and timeless elegance. Ideal for professional settings or refined social occasions, it combines exquisite materials with effortless sophistication.

A Brioni original since 1955, the Jardigan redefines elegance through its innovative fusion of jacket and cardigan. The collarless, unlined design features branded horn buttons, classic cuffs, jet breast pocket, and dual back vents with branded tape. Combining exceptional lightness with masterful artistry, it offers timeless sophistication for informal occasions, embodying the perfect balance between refined style and effortless comfort.

BOUCHERON: The Question Mark Necklace — Innovation Forges a Maison Icon



Iconic exhibits: Boucheron Lierre de Paris Question Mark Necklace; Boucheron Flèche du Temps Question Mark Necklace

In 1879, Frédéric Boucheron invented a necklace that revolutionized High Jewelry, gave women the freedom to put on this clasp-free necklace, without assistance — a piece that could be slipped around the neck in a simple movement. The asymmetrical shape, unusual for that period, led it to be named the Point d'Interrogation: the Question Mark necklace, and since then it remains one of the symbols of the Boucheron style. This year, Boucheron presents four exquisite Question Mark Necklaces, the Lierre de Paris, Flèche du Temps, Feuilles d'Acanthe and Fougère. Each piece upholds century-old craftsmanship while embodying Maison's balance between tradition and innovation.

In 1879, the first Question Mark necklace was born; an ivy branch set with thousands of sparkling diamonds. A true icon of Maison Boucheron, this resolute plant is continually reworked, in various shapes, colors and materials. The artisans worked meticulously on this necklace to make the ivy as realistic as possible. They did this through the green hues of the emeralds, the rhodium-plated gold, and especially the ancient "en tremblant" technique — already in use on 19th-century creations — that brought each leaf to come to life with the wearer's every movement.

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First appeared in Maison's design drawings in 1873, the arrow ranks among the Boucheron's most emblematic motifs. Its rich symbolism invites constant exploration — by turns messenger of love, piercing hearts on delicate jewelry, at other times evoking the might of a warrior, through a miniature hunter's quiver or a precisely tapered point and finely sculpted feathers. The Flèche du Temps Question Mark Necklace replicates the sharp precision and purity of line that define the arrow. It embodies the balance of power and finesse, with a resolutely contemporary feel.

POMELLATO: Where Milanese Craftsmanship Meets Unconventional Design



Iconic exhibits: "Ode to Milan" High Jewelry Castello Necklace; "La Gioia" High Jewelry Nudo Cascade Necklace

Inspired by the fluid curves of Pomellato's signature chains and the soft contours of its gold jewels, the Pomellato space at Kering CIIE 2025 embodies the Maison's essence: Milanese savoir-faire fused with daring, bold design. The exhibition's flowing architecture mirrors the sensual movement of jewelry on skin — empowering yet natural, refined yet audacious.

Echoing the imposing grandeur of Milan's Castello Sforzesco, the Castello necklace captures the carved stone façade of the city's iconic neo-medieval fortress. This one-of-a-kind creation features sculptural rose gold plaques linked by diamond-set gourmette chains, adorned with over 28 carats of baguette, princess and brilliant-cut diamonds and five reverse-set rubellites totaling 29 carats.

Color is freedom, and freedom is creativity — the force behind Pomellato's most iconic jewelry. In 2001, Pomellato created Nudo, a ring for every woman and style. With its powerful design and colorful gemstones, Nudo was revolutionary: a modern ring women could stack, collect and love every day. The *Nudo Cascade* Necklace from "La Gioia" High Jewelry collection celebrates 'naked' gems that catch light with every movement. The double-sided cut enhances density and fluidity, as vibrant peridots and white topazes cascade and shimmer alongside intense green tsavorites.

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QEELIN: A Playful Fusion of Oriental Symbolism and Modernity



Iconic exhibits: Qeelin Wulu Diamond Lotus Fine Jewelry Collection; Qeelin Wulu Shanshui Fine Jewelry Collection

The brand space embraces Qeelin's fusion of Chinese heritage with contemporary design embodied through its jewelry collections that convey strong cultural significance. Similarly, the design of the space pays homage to Chinese traditions through a unique space that combines modernity with classic Chinese elements.

The new Qeelin Wulu Diamond Lotus Fine Jewelry Collection embodies the purity and transcendence symbolized by the lotus. Crafted from 18K white and rose gold, diamonds, and pink sapphires, each creation radiates a delicate femininity with hues reminiscent of ink wash art. The highlight of the collection lies in Qeelin's patented gourd-shaped diamond cut, developed over 10 years of research. Each one-carat diamond brings a subtle, trembling brilliance to the petals. The necklace, shaped gracefully along the neckline, becomes a refined focal point where craftsmanship and nature meet, continuing the Maison's artistic exploration of modern Oriental aesthetics.

The Qeelin Wulu Shanshui Fine Jewelry Collection reimagines traditional Chinese landscape art through intricate openwork craftsmanship. Inspired by the philosophy "To see a world in a wild flower, and a bodhi in a leaf", the collection transforms poetic imagery into wearable art. Crafted in 18K rose gold and set with diamonds and emeralds, each necklace embodies serenity and resilience. Oval-cut emeralds trace pine branches, symbolizing longevity and inner strength. By distilling the beauty of mountains and rivers into precious materials, the collection captures the quiet grandeur of nature and marks a new chapter in Qeelin's creative evolution.

KERING EYEWEAR



Iconic exhibits: "Year of the Horse" Lindberg Precious limited edition LTD076; MAUI JIM HO'OKIPA ULTRA G MJ0337SA-003

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Kering Eyewear presents 14 eyewear designs from seven of its brands, including Gucci, Saint Laurent, Bottega Veneta, Balenciaga, McQueen, Maui Jim, and Lindberg.

Lindberg has long redefined luxury eyewear as wearable art. The new ‘Year of the Horse’ design, featuring stirrup-inspired details, honors the equestrian spirit — a symbol of strength, freedom, and relentless excellence. Just as the stirrup elevated the rider, these frames elevate vision into a symbol of aspiration. Each piece is hand-sculpted from 18k solid gold, blending traditional craftsmanship with modern engineering. The stirrup motifs on the temples reflect a horse’s motion, while every contour is polished to a mirror finish. More than functional, the stirrup symbolizes balance and courage — a talisman reminding the wearer that true vision requires both stability and the boldness to move forward.

Inspired by the classic bestseller Ho’okipa, dedicated designed for golf and versatile sports. The lenses are equipped with the advanced PolarizedPlus2 technology, which integrates a Bi-Gradient Mirror treatment and a green base to block harsh glare while enhancing color contrast on greens and other vegetation. The Airflow aerodynamic design optimizes air movement around the lenses, effectively reducing fogging. Additionally, the adaptive photochromic lenses, anti-slip nose pads, and adjustable temple arms work in harmony to instantly adjust shading according to ambient light, ensuring exceptional stability and comfort during movement.

GINORI 1735: A Journey that Celebrates the World of Ginori 1735



Iconic exhibits: Oriente Italiano collection; the Giardino dell’Iris Vase

It all begins with white gold, with pure porcelain, the canvas on which a new chapter of creativity unfolds. From the whiteness of the Antico Doccia collection to the vivid colors of Oriente Italiano, taking shape in different product categories like vase, cake stand, teapot, plates and tea and coffee cups. Leading up to the Giardino dell’Iris vase, presented in its “unfinished” form, the emblem of that creative gesture which lies at the very heart of the Ginori 1735 universe.

A tribute to porcelain craftsmanship, Ginori 1735’s Oriente Italiano collection blends tradition with innovation, showcasing Italian creativity, color, and artistry. The classic “a Garofano” floral motif, inspired by Oriental design and rooted in Faenza ceramics, is brought to life through Italian manufacturing excellence with bold colors and gilded accents.

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A celebration of Florence's botanical heritage, the Giardino dell'Iris Vase by Ginori 1735 draws inspiration from the iconic Iris Garden at Piazzale Michelangelo. The piece is hand-painted with delicate iris motifs, using techniques reminiscent of Maria Sibylla Merian's engraved and watercolor illustrations. Rich pigments and precious metals reflect over three centuries of artisanal tradition, making this Vase a refined tribute to nature, art, and craftsmanship.

KERING BEAUTÉ – Bottega Veneta Fragrances: The Olfactory Art Beyond Intrecciato



Iconic exhibit: COME WITH ME

The Bottega Veneta perfume collection makes its CIIE debut. Inspired by the unique charm of the brand's birthplace, Venice, and its signature Intrecciato leather weaving technique, the eight perfumes serve as olfactory conduits, interlacing precious raw materials from around the world into captivating aromatic compositions that release a scent both alluring and rich with stories.

"COME WITH ME" masterfully intertwines the crisp elegance of Italian bergamot with the tender violet-tinged allure of French orris butter. Artichoke, vetiver and vanilla notes emerge in a soft, lingering embrace, creating a sensory dialogue as intimate as a secret shared in confidence. This composition invites you into a sanctuary of serenity, where mind and body find profound repose.

KERING BEAUTÉ – Balenciaga Fragrances: A Paradigm of Avant-Garde Aesthetics



Iconic exhibit: Le Dix (Asia-Pacific debut)

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As a key member of the Kering Beauté portfolio, Balenciaga fragrance makes its debut in China, capturing attention at this year's CIIE with their signature avant-garde aesthetic. The new collection inherits and reinterprets the olfactory codes established by Monsieur Cristóbal Balenciaga, the Spanish couturier who founded the eponymous Maison in 1917. Renowned for his masterful craftsmanship and architectural silhouettes, Balenciaga blurred the boundaries between haute couture and sculpture, shaping a legacy that continues to inspire the House today.

Le Dix is a legendary creation celebrated as an "olfactory time capsule." The name "Le Dix" (French for "ten") originates from 10 Avenue George V in Paris, the historic birthplace of the Balenciaga haute couture salon, ateliers, and perfume boutique, which remains the hallowed venue for the brand's contemporary haute couture shows. The fragrance reconstructs its iconic profile by masterfully blending precious orris absolute with innovatively deconstructed iridal molecules — a technique that bridges heritage and innovation. The scent reveals a distinctive and timeless character — not a mere revival of the past, but a creation that looks toward the future of olfactory memory. Accented with violet leaf absolute and incense oil, it exudes a sense of calm elegance. The rebirth of Le Dix fragrance is not a simple reinterpretation, but the opening of a new chapter that bridges heritage and modernity.

KERING BEAUTÉ – CREED: A Century-Legacy of Craftsmanship and Legend



Iconic exhibits: Silver Mountain Water; Aventus

Founded in 1760, the British fragrance house Creed is celebrated worldwide for its centuries-old fragrance craftsmanship, the meticulous selection of the finest natural ingredients, and its legendary heritage of creating bespoke scents for European royalty and aristocracy. Each bottle of Creed fragrance is a handcrafted masterpiece, embodying over 260 years of enduring artistry and individuality.

"Silver Mountain Water", one of Creed's most iconic creations, captivates with its refreshingly invigorating character. The delicate bouquet of bergamot and tea notes intertwines to create a sensory experience as clear and crisp as Alpine snowmelt, evoking a mountain breeze whispering through forests that brings solace in tranquility and purity. Not only does it convey an aura of elegant composure, but it also imbues the wearer with an understated yet distinctive sophistication.

"Aventus" opens with a vibrant burst of lemon, bergamot and blackcurrant, where sunlit citrus notes spark an invigorating fruitiness that instantly awakens the senses. At its heart, the nuanced interplay of

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juicy pineapple and profound patchouli creates a lush, textured accord — both vivacious and contemplative. The dry-down unfolds gradually with smoky birch, arid cedar and warm musk, building a resonant woody trail that lingers with enduring warmth. Grand in architecture and rich in evolution, this scent not only conveys inner strength and steadfast conviction but also stands as an eloquent emblem of modern confidence, exceptional achievement and distinctive charisma.

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.

Contact us:

Yun JIANG	+ 86 (21) 6185 3683	yun.jiang@kering.com
Louise LIN	+ 86 (21) 6185 3666	louise.lin@kering.com
Rex CHEN	+ 86 186 1681 8697	rex.chen@omc.com
Amber CHAN	+ 86 135 2448 1923	amber.chan1@omc.com

WeChat account of Kering:

