



PRESS RELEASE

February 5, 2026

KERING UNVEILS THE ADVISORY BOARD OF ITS KERING CRAFT INAUGURAL EDITION



From left to right, and from top to bottom: Cai Jinqing, Dennis Chan, Camille Charrière, Susan Cohn Rockefeller, Demna, Guo Pei, Hung Huang, Lv Xiaolei, Simone Marchetti, Miranda Qu, Carla Sozzani, Zang Yingchun.

Kering announces the Advisory Board for the inaugural edition of Kering CRAFT – Creative Residency for Artisanry, Fashion and Technology – the Group’s pioneering program developed in partnership with Shanghai Fashion Week. Strengthening Kering’s support for emerging talent and fostering closer ties between Chinese and international creative communities, Kering CRAFT aims to accelerate the next generation of Chinese designers through a program spanning Milan, Paris, and Shanghai.

The Kering CRAFT Advisory Board, which includes Demna, Guo Pei, Carla Sozzani, Camille Charrière and Miranda Qu, just to name a few, comprises twelve thought leaders across China, France, Italy and the United States from the luxury industry, culture and the arts, academia, the media, as well as the tech sector. Their collective expertise and rich backgrounds will guide the program’s vision, selection process, mentoring, and cross-cultural approach to ensure a rigorous and inclusive framework supporting the next generation of talent.



By offering an immersive pathway grounded in excellence and guided by world-renowned experts, the program will combine hands-on learning, expert mentorship, and cultural exchange to advance craftsmanship, innovation, business development, and a sustainable fashion ecosystem. Ultimately, Kering CRAFT's ambition is to support the emergence of Chinese brands rooted in local culture and yet resonating worldwide.

The Kering CRAFT Advisory Board is composed of, in alphabetical order:

- **Cai Jinqing**, President of Kering Greater China
- **Dennis Chan**, Founder & Creative Director of Qeelin
- **Camille Charrière**, Fashion Influencer and Writer
- **Susan Cohn Rockefeller**, Artist, Filmmaker, Founder of Musings
- **Demna**, Artistic Director, Gucci
- **Guo Pei**, Haute Couture Designer
- **Hung Huang**, Author, Publisher, Cultural Influencer
- **Lv Xiaolei**, Executive Vice Chairman of Shanghai Fashion Designers Association and Secretary General of Shanghai Fashion Week Organizing Committee
- **Simone Marchetti**, Vanity Fair European Editorial Director & Editor-in-Chief, Vanity Fair Italy
- **Miranda Qu**, Founder of Xiaohongshu (rednote)
- **Carla Sozzani**, Founder and President of Fondazione Sozzani and Fondation Azzedine Alaïa
- **Zang Yingchun**, Acting Dean of Tsinghua Arts & Design Institute in Milan

Bios and personal quotes of the Advisory Board members can be found in the annex of this press release. Please find the portraits [here](#).

Over the next few weeks, the Advisory Board will select the final cohort of residents for the Kering CRAFT program, with the fellows to be announced in March during Shanghai Fashion Week.

Applications to participate in the Kering CRAFT program are open until March 1st: <https://www.shanghaifashionweek.com/>.

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

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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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WeChat account of Kering





ANNEX

**CAI Jinqing, President of Kering Greater China**

“For Kering, creativity is the most precious heritage of all. We are dedicated to consolidating, through Kering CRAFT, international resources across sectors and brands, creating a visionary platform to foster the growth of the emerging Chinese creative talent. Together with these fellows, we hope that multidimensional dialogue and mutual learning will continuously ignite new vitality in the global fashion and creative industry.”

Cai Jinqing has served as the President of Kering Greater China since 2018. She is committed to enhancing the reputation of Kering in Greater China, strengthening the relationship between Kering and its partners, propelling the long-term development of Kering in China, and promoting the increasingly significant role of Greater China in the global market.

From 2012 to 2018, Ms. Cai served as the first Managing Director, President and Chairman of Christie's China. She retains her role as Chairwoman of Christie's Asia Advisory Board. From 2005 to 2012, Ms. Cai was the founding partner of Brunswick Beijing, a world-renowned public relations consulting firm. Prior to that, Ms. Cai founded New Alliance Consulting International and participated in managing the annual conference of Boao Forum for Asia, building a communication platform for important political and business leaders. Ms. Cai has joined the Board of Mandarin Oriental International Limited as Non-Executive Director with effect from December 1, 2021. She also serves as the Vice President of Teach for China, one of the leading charities in China. Effective from January 8, 2024, Ms. Cai has been appointed as an independent non-executive director and a member of the nomination committee and the corporate governance committee of the Board of Xiaomi Corporation. On September 27, 2024, Ms. Cai has been awarded the title of Chevalier de l'Ordre national du Mérite, the French Republic.



Dennis CHAN, Founder & Creative Director of Qeelin

“I look forward to exchanging with the next generation of Chinese talent and accompanying their creative journey to the international stage.”

Dennis Chan is the Founder and Creative Director of Qeelin, a Kering-owned fine jewelry house that reimagines Chinese heritage through a contemporary lens.

Mr. Chan studied design at Hong Kong Polytechnic University and began his career in London. In 1989, he founded Longford, offering design consultancy to global brands. A multi-award winner—including honors from Japan’s G Mark, Singapore Design Awards, and Maison & Objet—his work has been exhibited at the Louvre and MoMA.

Mr. Chan believes that design has no boundaries and founded Qeelin to fuse his passion for fine jewelry and cultural symbolism. In 2004, the brand made its global debut when actress Maggie Cheung wore Qeelin’s Wulu collection at the Cannes Film Festival, instantly capturing the world’s attention. Today, Qeelin stands as a bridge between East and West, offering a modern and refined expression of Oriental philosophy on the global luxury stage.

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Camille CHARRIÈRE, Fashion Influencer and Writer

"It is an honor to be part of such a meaningful initiative, supporting creativity and emerging talent in China. I am elated at the thought of deepening my relationship with Kering, alongside such a talented group of industry peers."

Camille Charrière is a writer, cultural commentator, and one of the defining voices in contemporary fashion. An original Instagram trailblazer, her wit, intelligence, and singular style have made her a fixture in the industry for over a decade, shaping conversations both online and off.

With more than 1.4 million followers, Camille is known for candid reflections on mental health, fertility, and modern relationships. She blends personal honesty with cultural insight, giving her work emotional depth as well as intellectual rigor. Her distinctive, literary voice brings nuance to everything she creates.

A former television presenter for Paris Mode on Canal+, Camille sits on the LVMH Prize jury and is a regular front row presence at the world's most important fashion shows. Her writing has appeared in ELLE UK, Vogue UK, Harper's Bazaar, and Sunday Times Style. Her debut book *Ashamed*, a memoir, will be published by 4th Estate in late 2026.



Susan COHN ROCKEFELLER, Artist, Filmmaker, Founder of Musings

"This initiative celebrates cross-cultural collaboration at the intersection of artisanship, fashion, and technology, unlocking new creative possibilities and redefining beauty through shared knowledge, respect, and connection."

Susan Rockefeller is an award-winning documentary filmmaker, artist, and conservationist whose work bridges culture, environmental stewardship, and social impact. She is the founder of Musings, a digital magazine highlighting responsible innovation and ideas for a better world. Susan serves as Vice Chair of the Asian Cultural Council, advancing cross-cultural exchange between Asia and the United States. She is an emeritus trustee of Oceana and Chair of Oceana's Ocean Council, and serves on the boards of the Peggy McGrath Rockefeller Foundation and the We Are Family Foundation. Susan is a principal of Louverture Films, a member of the Academy of Arts and Sciences and Council on Foreign Relations. She is also an avid abstract landscape painter.



Demna, Artistic Director, Gucci

"The creativity, innovation, and technical know-how in China are something I've always been fascinated by. I'm excited to support the next generation of Chinese creatives and see how they will help shape the future of fashion."

Demna (b. Sukhumi, Georgia) launched his first label, VETEMENTS, in 2014, driven by a desire to refocus fashion on its essence: the clothes. In 2015, he was named Artistic Director of Balenciaga, where his innovative, product-oriented approach revitalized the House's legacy. He introduced a bold new direction centered on realism, transforming utilitarian garments into a modern wardrobe imbued with the spirit of Cristóbal Balenciaga's couture.

In 2021, Demna reopened Balenciaga's couture ateliers, presenting the House's first haute couture collection since M. Balenciaga closed the salons in 1968. Staged at the historic Balenciaga Couture salons at 10 Avenue George V, his couture debut marked the House's return to its original address in Paris and heralded a new mode of creative freedom. In 2025, Demna was appointed Artistic Director of Gucci; he will present his first runway show for the House in February 2026.



GUO Pei, Haute Couture Designer

“Craftsmanship is never about clinging to the past; it is about activating tradition with today’s wisdom and defining the future with an international perspective. The Kering CRAFT program integrates craftsmanship, creativity, and technology, providing a platform for Chinese design to reach the world while injecting Eastern vitality into global fashion. I look forward to breaking down the aesthetic boundaries between East and West in this cross-cultural collaboration, allowing each piece to become a messenger of civilizational dialogue and ensuring that the spirit of craftsmanship becomes a cultural treasure cherished by all humanity.”

Guo Pei was the first couturier and is the most acclaimed couture artist in China. Dedicated to her design philosophy: “Eastern learning as root, Western learning as application,” she leverages exquisite embroidery techniques and avant-garde silhouettes to incorporate traditional Chinese culture, craftsmanship, and art into modern couture. As the first Chinese couturier invited by the Fédération de la Haute Couture et de la Mode and listed on the official Haute Couture Week calendar across five years, she presented ten consecutive collections in Paris from 2016 to 2020. Her aulic-style embroidery skillfully bridges traditional and contemporary couture, exploring the new heights of artistry. She has also been honored as an Asian Couturier Extraordinaire by the Asian Couture Federation.

In 2016, Ms. Guo was recognized as one of the “TIME 100 Most Influential People in the World”. Throughout her nearly 40-year design career, Guo Pei has been pivotal in the birth of Chinese fashion and has become the most authoritative artist in the field of Chinese haute couture. She continues to represent and lead Chinese haute couture and fashion art onto the global stage.



HUNG Huang, Author, Publisher, Cultural Influencer

“CRAFT is the spiritual embodiment of every object, without it, it’s just a thing.”

As a pioneering and influential cross-disciplinary figure in China’s creative industries, Hung Huang brings a distinctive East – West perspective spanning media, fashion, and culture. She graduated from Vassar College with a degree in International Politics, and began her career in business consulting before becoming deeply engaged in shaping China’s cultural and creative ecosystem. She has long been committed to discovering and empowering Chinese design talent—from overseeing iLook magazine to founding BNC, China’s first designer concept store—consistently exploring ways to connect the values of creativity and business. Her creative work also spans multiple dimensions. She published her autobiography *My Abnormal Life as a Publisher* and has appeared in films such as *Gone with the Bullets*. Currently, she focuses on social media. In recognition of her far-reaching influence on society and culture, she was included in the TIME 100 list of the world's most influential people, honored by *The Business of Fashion* in 2012 as one of Chinese fashion's most influential figures, and hailed by *The Wall Street Journal* as the “godmother of Chinese designers.”



**LV Xiaolei, Executive Vice Chairman of Shanghai Fashion Designers Association
Secretary General of Shanghai Fashion Week Organizing Committee**

“We look forward to the Kering CRAFT program continuing to open up possibilities of connection for more Chinese creative talent, and through authentic creation and experimentation, nurturing future-oriented, long-term outcomes.”

As one of the key driving forces behind the development of China’s fashion and creative industry system, Lv Xiaolei has been deeply engaged in the industry for over 25 years and has long been committed to supporting and promoting Chinese creative design talent. With keen industry insight and a strong spirit of innovation, she reformed Shanghai Fashion Week with the positioning strategy of “local-based with international vision” and “equal emphasis on original design and market readiness.”

Under her leadership, Shanghai Fashion Week has completed its transformation from a single-function promotional and showcasing platform into a diversified fashion ecosystem. It has not only become one of the fastest-growing and most dynamic fashion weeks in the eyes of the international industry, but has also successfully nurtured a group of Chinese designers who have gained recognition on the international stage.

In early 2024, Ms. Lv assumed the position of Executive Vice Chairwoman of the Shanghai Fashion Designers Association, fully presiding over the work of the Association. Founded in 2009, the Shanghai Fashion Designers Association has consistently been committed to the discovery and support of Chinese creative design talent, promoting the continuous growth of China’s creative power through the SFDA Creative Talent Program. Through the Chinese Designers Overseas project, multi-dimensional fashion competitions and awards, collaborations with international innovation institutions and high-end fashion brands, as well as a wide range of professional lectures and salon training, the Association has built a systematic and tiered creative talent development system, supporting the formation of scale effects and long-term momentum for the development of China’s fashion design ecosystem.



Simone MARCHETTI, Vanity Fair European Editorial Director & Editor-in-Chief, Vanity Fair Italy

“In an era of AI, I strongly believe that human creativity and craftsmanship will remain relevant not only in fashion but also a pillar for human culture. I’m honored to be part of the Kering Craft Advisory Board, a new platform that is investing in Chinese talent, another chapter in understanding the power of human creativity.”

Simone Marchetti joined Condé Nast Italia in December 2018 as Editor-in-Chief of Vanity Fair. In December 2020, he was appointed European Editorial Director of Vanity Fair, assuming responsibility for the French and Spanish editions in addition to Italy.

His professional background includes senior editorial roles at Donna Moderna, Velvet (the fashion monthly of la Repubblica), and la Repubblica’s print and digital platforms, as well as television experience with Sky and TIMvision.

Recognized as a visionary and authoritative voice in fashion, culture, and current affairs, Marchetti has conceived and led numerous cross-media initiatives and has been a key proponent of digital transformation within Italian journalism. Under his leadership, Vanity Fair has evolved from a traditional magazine into a multifaceted media brand encompassing events, partnerships, projects, and initiatives that seamlessly integrate print and digital platforms, combining tradition with innovation in a contemporary information and entertainment ecosystem.



Miranda QU, Founder of Xiaohongshu (rednote)

“Craftsmanship and ingenuity woven into everyday life, creating moments of happiness.”

Miranda Qu co-founded the lifestyle platform Xiaohongshu in 2013. She is responsible for the company’s management, strategic partnerships, new business opportunities, and external affairs. She also contributes to strategic planning, investments, and acquisitions. Committed to user value, she focuses on forward-looking consumer insights and organizational evolution, leading Xiaohongshu to become China’s largest lifestyle and consumer decision-making platform. By the end of 2024, Xiaohongshu’s monthly active users surpassed 350 million, evolving into an intergenerational community for sharing lifestyle interests and serving as a trendsetting gateway for consumer decision-making.

As a new-generation Chinese female leader with a global vision, Ms. Qu was awarded the Shanghai May Fourth Youth Medal in May 2021, shortlisted as a “Global Young Leader” by the World Economic Forum in March 2020, and named one of the “Most Creative People in Business” by Fast Company in May 2019.



Carla SOZZANI, Founder and President of Fondazione Sozzani and Fondation Azzedine Alaïa

"I am truly honored to be part of Kering CRAFT and delighted to contribute to this forward-looking initiative. The vision of Kering CRAFT, its attention to artisanship, its commitment to nurturing emerging talent, and in its belief that creativity grows through dialogue across cultures are pivotal for the future."

Gallerist, publisher and former editor for two decades at *Vogue Italia* and *Elle*, in 1990 she opened the Galleria Carla Sozzani in Milan, an exhibition space, a publishing company and a bookshop, devoted to photography, art, design and fashion.

In 1991 she founded 10 Corso Como, a new concept that changed the retail landscape, promoting worldwide the unique Italian aesthetic.

In 2016 she established the Fondazione Sozzani, dedicated to the promotion of culture through the fine and applied arts. The Foundation also focuses on education, responsibility and awareness and promotes circular fashion.

Carla Sozzani is also Founder and President of Fondation Azzedine Alaïa, Paris.



ZANG Yingchun, Acting Dean of Tsinghua Arts & Design Institute in Milan

“With the aim to spotlight the next generation of creative talent in the Chinese fashion industry, the Kering CRAFT program is a very attractive and visionary project. It provides a high-end international talent development platform for promising Chinese emerging designers and organizes a wealth of educational resources that encompass craftsmanship, design innovation, and business models. This will have a profound impact on the future growth of ‘glocal’ brands from China.”

Professor Zang Yingchun is the Acting Dean of Tsinghua Arts & Design Institute in Milan, Director of Sustainable Fashion Design Innovation Institute, Executive Director of China-Italy Design Innovation Hub, and Vice Chairperson of China Fashion Designer Association.

She is a leading figure in international fashion design education and has served for multiple consecutive years as a QS reviewer for art and design universities worldwide. She completed a joint doctoral program at Central Saint Martins, University of the Arts London & Tsinghua University, and earned her PhD. Her research spans sustainable fashion design, smart textiles and fashion innovation, and fashion culture studies, with significant achievements in each area. She has authored and translated multiple monographs and published dozens of peer-reviewed academic papers. Professor Zang has also led impactful research and teaching collaborations with globally influential groups and brands, including Kering, Armani Group, and Anta Group, delivering notable outcomes. She is frequently invited to chair major international academic conferences such as IASDR (International Association of Societies of Design Research) and to deliver keynote and invited lectures.

In the field of intangible cultural heritage preservation and transmission, she has conducted in-depth research into textile heritage traditions such as Kesi tapestry weaving, Song brocade, and embroidery. By integrating digital technologies, sustainable design, and traditional craftsmanship, she has advanced their transformation into contemporary fashion. She has established heritage-focused teaching systems and cultivated professional inheritors, promoting the deep integration of cultural heritage with industrial development and rural revitalization. At the same time, through international academic exchanges and collaborations with renowned brands, she has supported the international communication and living transmission of China’s textile and apparel industry.