

KERING



PRESS RELEASE

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KERING LAUNCHES THE *KERING ACCADEMIA PER LE ECCELLENZE* TO NURTURE TOMORROW'S LUXURY CRAFT AND TALENT

A new centre dedicated to the future of luxury craftsmanship and Italian excellence

*An integrated, distributed learning ecosystem shaping the high-potential talent,
based at Valore Italia – MIND Milano Innovation District*

*A curriculum combining luxury fundamentals and emerging skills: four core domains
– ready-to-wear, menswear tailoring, leather goods and jewelry –
& new capabilities including technology, AI and new materials*

First courses starting September 2026



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On the 3rd edition of the Made in Italy Day, Kering announces the launch of the *Kering Accademia per le Eccellenze*. This new Group initiative will be unveiled today in the presence of Senator Adolfo Urso, Minister of Enterprises and Made in Italy, by Luca de Meo, Chief Executive Officer of Kering, together with Sabina Belli, Chief Executive Officer of Pomellato, who is leading this Group initiative. The official presentation will take place at the historic Gucci Archive in Florence, ahead of the Group's Capital Markets Day on April 16. By launching

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the *Accademia* on Made in Italy Day, Kering also places the focus on Italy's excellence and craftsmanship heritage, reaffirming the Group's commitment to safeguarding and actively participating in the renewal of the country's cultural and industrial excellence. This new Academy also represents a long-term generational commitment to nurturing and empowering the creators of tomorrow's luxury.

The initiative is rooted in a clear conviction: the luxury sector is undergoing a profound transformation. Traditional pillars – scarcity, sophistication and craftsmanship – are expanding to embrace broader, more contemporary meanings. To respond to these shifts, Kering aims to combine Italy's longstanding "intelligence of the hands" with critical thinking, creativity and a modern perspective. The objective is not only to transmit exceptional techniques, but to nurture a new generation of talent capable of interpreting their time and shaping the future of the luxury Houses. It also seeks to transform heritage crafts into dynamic, future-oriented professions, ensuring that traditional know-how evolves in step with new cultural and technological expectations.

The *Accademia* will consolidate and strengthen the training initiatives already developed by the Group's Houses – including Bottega Veneta, Brioni, Gucci and Pomellato – while relying on a robust network of partner schools and institutions of excellence, including the Politecnico di Milano, Galdus and HModa. As a distributed ecosystem, it will operate across multiple sites and centers of expertise throughout Italy, reflecting the richness and diversity of the Group's savoir-faire. Its ambition is to create a broad, coherent learning environment that positions craftsmanship not as a legacy practice, but as a dynamic, forward-looking laboratory.

Students will be able to acquire both traditional competencies across four core domains – ready-to-wear, menswear tailoring, leather goods and jewelry – and the emerging capabilities set to reshape the industry, including technology, artificial intelligence and new materials. The *Accademia* will offer training paths ranging from one semester to seven years, with some programs leading to diplomas recognized under Italian law. Open to both internal and external talents, it will raise the total training capacity to 1,000 people per year before progressively expanding to accommodate at least 2,000 annually.

"Creativity and excellence are at the very heart of luxury. Preparing for its future demands long-term commitment, shared standards, and sustained investment in craftsmanship – deeply rooted in the heritage and savoir-faire of Made in Italy. Our ambition is to empower students to thrive in a dynamic industry that will shape the Houses of tomorrow. With the Kering Accademia per le Eccellenze, we are building a platform to nurture capabilities, reinforce excellence, and support the evolution of luxury métiers over time," said **Luca de Meo, Chief Executive Officer of Kering**.

Based at the Valore Italia Campus (MIND – Milano Innovation District), the *Accademia* will act as a central node within this ecosystem – a space for dialogue, collaboration and innovation. It will train the next generation of professionals who will support the sector's evolution through to 2035. The first courses will begin in the first half of September 2026.

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About Kering

Kering is a global, family-led luxury group, home to people whose passion and expertise nurture creative Houses across couture and ready-to-wear, 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. Inspired by their creative heritage, Kering 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 2025, Kering employed 44,000 people and generated revenue of €14.7 billion.

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