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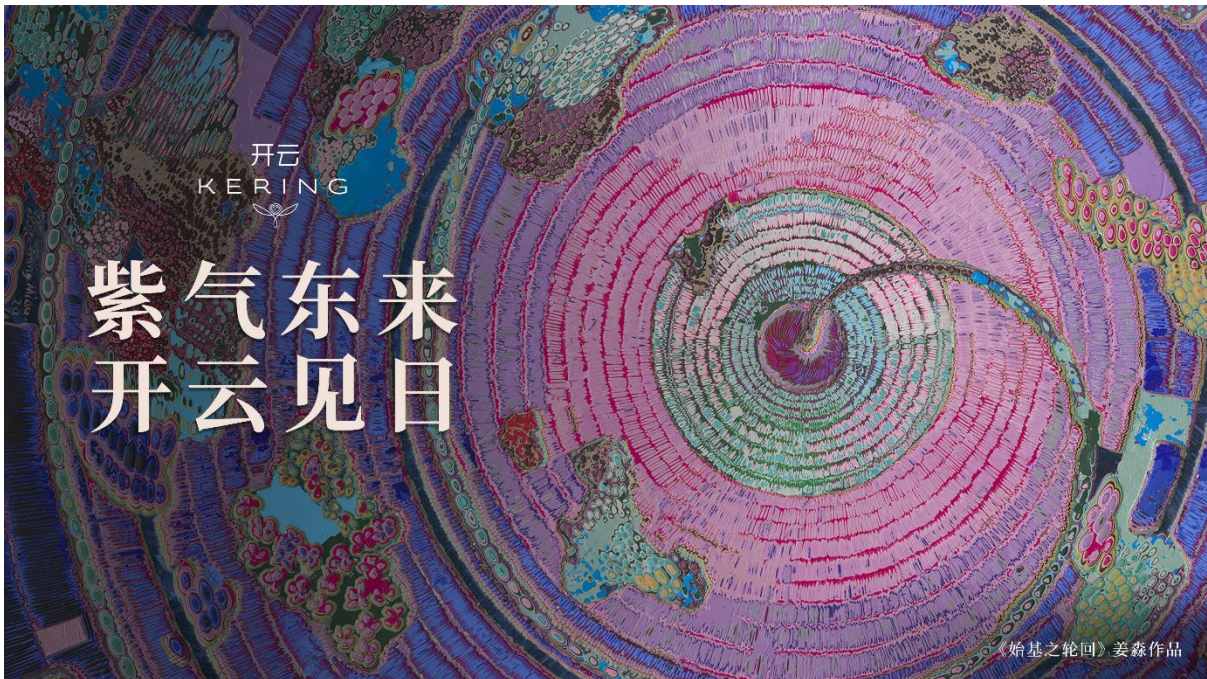


PRESS RELEASE

January 2, 2025

KERING INVITES PROMINENT CONTEMPORARY CHINESE ARTIST JIANG MIAO TO CELEBRATE NEW YEAR

In honor of the upcoming New Year in January 2025, global luxury group Kering invites Jiang Miao, a prominent contemporary Chinese artist, to develop a special art project. Combining the profound wisdom of Eastern philosophy with the exploratory skill of contemporary art, the collaboration between Kering and Jiang Miao creates a beautiful cycle of energy with multicultural codes in tandem with the approach of the New Year.



Taoist Trinity and the Self, Jiang Miao, knife-carved acrylic painting

As a contemporary creator attracting a lot of attention in China, Jiang Miao has established a distinctive personal style in the art world with her solid academic background and unique knife-carved acrylic painting skill. Each of her pieces contains more than 20 layers. Tuned through her perspective of the natural elements, energy and colors are superimposed layer by layer, creating stereoscopic spatial art. Jiang Miao explained, "Color is energy. My abstract work is an extreme experiment with color. The continuous stacking and covering of tones compress every time segment illogically together, pierced by a knife. Each knife mark is a color that penetrates time."

The "Taoist Trinity and the Self" series, one of Jiang Miao's representative series of works, depicts a chaotic and dynamic space. The dots, lines, and surfaces within the paintings become ordered around the spiral core, resembling the concept of Taiji, which produces all things, giving birth to the cycle of life. They symbolize the recurring flow of life, echoing the

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meaning of the New Year, which is the restart of the first and the renewal of all things. The unique purple in this work is formed through the compression of multiple layers of color, a natural and innate hue which cannot be seen in stereoscopic space. Jiang Miao regards the work as a complete life grown in the nature, and hopes the new year arrives with auspicious purple aura coming from the East, bringing an infinite accumulation of beauty.

Empowering women is one of the core values of Kering. Through its ongoing implementation of the *Women In Motion* program, Kering is committed to shining a light on female artists' remarkable contributions to culture and the arts. From 2020, Kering's art program for New Year has demonstrated this value. In 2020, paper-cut artist Wen Qiwen introduced her piece *Gazing at the Sky beyond the Clouds*. In 2022, Kering welcomed the Year of the Tiger by commissioning contemporary calligrapher's Xu Jing auspicious brushstroke. In 2023, the Group collaborated with contemporary Chinese painter Peng Wei with her artwork *That Year*. Then in 2024, Kering invited Chen Ke, a prominent female contemporary Chinese artist, to collaborate on a crossover art project titled *Dragon Boat*. This series of diverse and profound New Year works provide a platform for female artists to showcase their talents. This year's collaboration with Jiang Miao aims to inspire more people to think deeply about life, nature, and the universe, to look forward to the future, and embark together on a vibrant and prosperous new year filled with promising omens.

In addition, as a community platform focused on female artists, the Kering *Women In Motion* official WeChat account spotlights female artists and creatives, presenting a glimpse of their inspiration. To date, it has interviewed over 100 female artists from different fields, sharing their stories and journeys of creation. Earlier, Jiang Miao received interviewed and shared her own creative vision.

The collaboration presents the artist's work in multiple digital ways, including videos, e-cards, red packet covers on WeChat, and smartphone wallpapers, which can be accessed through Kering WeChat account.

Kering is looking forward to conveying to the public auspicious wishes of prosperity brought by positive energy through contemporary expressions that integrate the wisdom of the East.

About Jiang Miao

Jiang Miao was born in Jilin Province, China. She graduated from the Printmaking Department of the Central Academy of Fine Arts with a master's degree and currently teaches at the same institution. With a solid academic foundation, she has transitioned from realistic and woodcut techniques to her current creative practice. After years of exploring and refining her artistic direction, she has developed a distinctive method that integrates painting, woodcut, and relief into a single art form, resulting in vibrant and intricately layered acrylic works.

Beneath the surface of each of Jiang Miao's works lies more than twenty layers of paintings. Each layer is a collection of the artist's immediate perceptions of sunlight, wind, air, and temperature, encapsulating

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energy and color in a time capsule that she personally seals and accumulates. As her carving knife moves, these layers are gradually revealed, bringing forth a sudden glimpse of past light and shades, transforming the work from a flat plane to a stereoscopic form, as if time and space are preserved and displayed in a stereoscopic manner. Jiang Miao's works break through the two-dimensional concept of traditional paintings, resembling flowing life forms that extend into an unfathomable and mysterious three-dimensional space and time.

Studying Eastern philosophical thoughts, Jiang Miao engages in a creative process akin to spiritual practice, continually reflecting and enlightening herself, seeking to find inner stability and understanding of an inner world of landscape within the universe. Her works are paintings yet not paintings, landscapes yet not landscapes. In the cosmic world she depicts with great effort and time, the layers of color hold infinite time and energy. Through the surface language or symbols carved by her knife, they calmly release the energy of life.

About Kering

A global Luxury group, Kering manages the development of a series of renowned Houses in Fashion, Leather Goods and Jewelry: Gucci, Saint Laurent, Bottega Veneta, Balenciaga, Alexander McQueen, Brioni, Boucheron, Pomellato, DoDo, Qeelin, Ginori 1735, as well as Kering Eyewear and Kering Beauté. 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".

About Women In Motion

Kering's commitment to women is at the heart of the Group's priorities and extends, through Women In Motion, to the field of arts and culture, where gender inequalities are still glaring, even though creation is one of the most powerful vectors for change.

In 2015, Kering launched Women In Motion at the Festival de Cannes with the ambition of highlighting women in cinema, both in front of and behind the camera. The program has since expanded in a major way to photography, but also to art, design, choreography, and music. Through its Awards, the program recognizes inspirational figures and emerging female talent, while its Talks and Podcasts provide an opportunity for leading personalities to share their views on the representation of women in their profession and society at large.

Since it was created, Women In Motion has become a platform of choice that contributes to changing mind sets and thinking on the place of women - and the recognition they receive - in the arts and culture.

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