

PRESS RELEASE

28 January 2023

SABATO DE SARNO APPOINTED CREATIVE DIRECTOR OF GUCCI



Kering and Gucci are pleased to announce that Sabato De Sarno will assume the role of Creative Director for the House. De Sarno will present his debut runway collection at Milan Women's Fashion Week in September 2023.

In his new role, De Sarno will lead the House's Design Studio reporting to Marco Bizzarri, President and CEO of Gucci, with the responsibility for defining and expressing the House's creative vision across the women's, men's, leather goods, accessories and lifestyle collections.

Sabato De Sarno was raised in Naples, Italy. He began his career at Prada in 2005, moving to Dolce & Gabbana, before joining Valentino in 2009, where he held positions of increasing responsibility, finally being appointed Fashion Director overseeing both men's and women's collections.

Marco Bizzarri, President and CEO of Gucci, commented: *"I am delighted that Sabato will join Gucci as the House's new Creative Director, one of the most influential roles in the luxury industry. Having worked with a number of Italy's most renowned luxury fashion houses, he brings with him a vast and relevant experience. I am certain that through Sabato's deep understanding and appreciation for Gucci's unique*

legacy, he will lead our creative teams with a distinctive vision that will help write this exciting next chapter, reinforcing the House's fashion authority while capitalizing on its rich heritage."

François-Henri Pinault, Chairman & CEO of Kering, said: "One hundred and two years after Guccio Gucci opened his first store in Florence, Gucci remains one of the most iconic, prominent and influential luxury houses in the world. With Sabato De Sarno at the creative helm, we are confident that the House will continue both to influence fashion and culture through highly desirable products and collections, and to bring a singular and contemporary perspective to modern luxury."

Sabato De Sarno said: "I am deeply honored to take on the role as Creative Director of Gucci. I am proud to join a House with such an extraordinary history and heritage, that over the years has been able to welcome and cherish values I believe in. I am touched and excited to contribute my creative vision for the brand."

Sabato De Sarno will start in his new position as soon as he will have completed all his obligations in his current role.

Photograph available [here](#) – credit: Riccardo Raspa

About Kering

Kering is a global Luxury group that 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 and Qeelin, as well as Kering Eyewear. 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. In 2021, Kering had more than 42,000 staff members and generated revenue of €17.6 billion.

About Gucci

Founded in Florence, Italy in 1921, Gucci is one of the world's leading luxury brands. Following the House's centenary, Gucci forges ahead continuing to redefine fashion and luxury while celebrating creativity, Italian craftsmanship, and innovation. Discover more about Gucci at www.gucci.com.

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