

The PPR logo consists of the letters "PPR" in a bold, black, sans-serif font, centered within a solid tan-colored square.The Brioni logo is the brand name "Brioni" written in a red, elegant, cursive script font.

BRIONI IS STRENGTHENING ITS CREATIVE CAPACITY AND APPOINTS BRENDAN MULLANE AS CREATIVE DIRECTOR

Milan, 9 July 2012. Today Brioni is pleased to announce the strengthening of its creative capability to help achieve its growth ambitions in this new phase of its history, and to re-affirm its undisputed leadership in the high-end menswear market.

Brioni is delighted to announce the appointment of Brendan Mullane as Creative Director, who assumes full responsibility of the creation and development of the whole Brioni product portfolio. This appointment is effective as of 9 July 2012. Brendan Mullane will be based in Rome and will report directly to the company's Chief Executive Officer, Francesco Pesci.

Commenting on the announcement, **Brioni CEO Francesco Pesci** said: *"Brendan has a sharp understanding of the brand, extensive experience in menswear design and a great creative talent across several categories. He also brings with him an understanding of the spirit of Brioni in this new phase of creation. We will work closely with Brendan to take the next steps for the brand. Brioni today possesses formidable potential, which I am confident will be successfully harnessed and realized through Brendan's vision."*

Alexis Babeau, PPR Luxury Division Managing Director, said: *"We are delighted that Brendan is joining Brioni. His experience and talent will build on the brand's success in all its product categories and take Brioni to the next level."*

Brendan Mullane commented: *"I'm very glad and honoured to join such a prestigious house as Brioni, whose quintessential Italian timeless elegance has gained worldwide recognition in menswear. I'm looking forward to work with Brioni's sartorial artisans to continue developing the brand while staying true to its roots."*

Brendan Mullane Bio

Brendan Mullane is British born. He was recently Senior Head Menswear Designer at Givenchy, where he was responsible for research, design and development of menswear collections. He directly worked with the artistic director on fashion show collections and was also responsible for pre-collections and Asian market collections. Prior to this, he held various positions in menswear design at Hermès, Louis Vuitton, Burberry and Alexander McQueen.

Brendan studied at Kingston University where he obtained a BA in Fashion and at the Kingsway College of London, where he gained a BTEC Diploma in Art & Design.

About Brioni

Brioni was founded in Rome in 1945 and immediately developed strong international appeal. Today the company is managed by CEO Francesco Pesci. In 2007 and 2011, Brioni was named the most prestigious men's fashion brand in the United States, according to an independent survey conducted by the Luxury Institute of New York. It continues to guarantee excellence in tailoring that makes its wearers 'one of a kind'. Since 2012 Brioni is part of PPR, a worldwide leading Luxury and Sport & Lifestyle group.

About PPR

The PPR Group empowers a coherent ensemble of Luxury and Sport & Lifestyle premium brands, specializing in apparel and accessories, to reach their full growth potential. Distributed in more than 120 countries, PPR generated revenues of €12.2 billion in 2011 and had over 47,000 employees at year end. The PPR share is listed on Euronext Paris (FR 0000121485, PRTP.PA, PPF.P).

Find out more on Gucci, Bottega Veneta, Yves Saint Laurent, Alexander McQueen, Balenciaga, Brioni, Stella McCartney, Boucheron, Girard-Perregaux, JeanRichard, Sergio Rossi, Puma, Volcom, Cobra, Electric, Tretorn and Fnac at www.ppr.com.

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