



PRESS RELEASE

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**“The Future of Fashion”
Opening Keynote Address by François-Henri Pinault
at the WWD 2010 CEO Summit in New York City
celebrating the 100th Anniversary of *Women’s Wear Daily***

Yesterday, 1st November 2010, François-Henri Pinault, Chairman and CEO of PPR, was the opening keynote speaker at the WWD CEO Summit in New York, the theme of which is this year is “Future Vision”.

For this 14th international conference, which coincides with the 100th anniversary of the founding of the famous Women’s Wear Daily fashion news media, leaders of the US fashion, luxury and internet technology industries – such as the CEOs of EBay, Macy’s, Saks and Ralph Lauren as a senior executive from Google – gathered to share and exchange their thoughts on the future of the fashion and luxury industries industry.

François-Henri Pinault opened the CEO summit with a visionary keynote address on “the Future of Fashion” where he identified five structural trends that will impact the industry: “the revival in hedonism, the multiplication of social groups, the growing role of brands, the digital revolution and sustainability”. He illustrated his proposals using a number of examples drawn from the experience of brands of the PPR Group in the area of luxury and fashion.

He shared his optimism: “I sincerely believe that fashion has a very bright future. It will be driven by increasingly hedonistic clients, with intense and multiple community lives, who engage in a permanent and open conversation with powerful, consistent, and responsible brands that offer innovative and quality products”, François-Henri Pinault concluded.

The full speech is available on the www.ppr.com website



About PPR

PPR develops a portfolio of high-growth global brands. Through its Consumer and Luxury brands, PPR generated sales of €6.5 billion in 2009. With approximately 73,000 employees the Group is present in 59 countries. PPR shares are listed on Euronext Paris (FR 0000121485, PRTP.PA, PFPF).

To explore the universe of PPR brands go to www.ppr.com: Fnac, Redcats (La Redoute, Vertbaudet, Somewhere, Cyrillus, Daxon, Ellos, The Sportsman’s Guide, The Golf Warehouse and brands of the plus-size division), Conforama, Puma and the Luxury brands of Gucci Group (Gucci, Bottega Veneta, Yves Saint Laurent, Balenciaga, Boucheron, Sergio Rossi, Alexander McQueen and Stella McCartney).



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