

# GUCCI

## GUCCI RATED AGAIN AS WORLD'S NUMBER ONE ITALIAN BRAND

### IN NEW INTERBRAND TOP 100 BEST GLOBAL BRAND RANKING

**Milan, September 18<sup>th</sup> 2009** – Gucci is pleased to announce that it has once again been ranked as the number one Italian brand – with a raise of 5 positions, reaching the number 41<sup>th</sup> – in the Interbrand Top 100 Best Global Brands.

In what is becoming a very pleasant anniversary, the yearly publication issued by Interbrand, a leading consultancy firm in creating and managing brand value, has confirmed Gucci as the most valuable Italian brand in any sector, with a brand value of 8.2 billion USD. The Top five brands of the ranking are Coca Cola, Ibm, Microsoft, General Electric and Nokia.

In 2004 the Gucci brand value was estimated by Interband at 4.7 billion USD, ranking 59<sup>th</sup>. Since then, the Gucci brand has increased its value by 75% and gained 18 positions.

Patrizio di Marco, Presidente and CEO of Gucci, says: “This great achievement is another testament to the undisputable power and desirability of the Gucci brand. It means that our constant focus on key values like craftsmanship, quality, made in Italy and innovation is appreciated by customers all over the world. We are a global brand” – continues Patrizio di Marco – “and we are very proud of reinforcing our position even against such a challenge macroeconomic backdrop”.

*Founded in Florence in 1921, Gucci is one of the world's leading luxury fashion brands. With a renowned reputation for quality and Italian craftsmanship, Gucci designs, manufactures and distributes highly desirable products such as leather goods (handbags, small leather goods, and luggage), shoes, ready-to-wear, silks, timepieces and fine jewellery. Eyewear and fragrances are manufactured and distributed under license by global industry leaders in these two sectors. Gucci products are sold exclusively through a network of directly operated boutiques (272 at June 2009) and a small number of selected department and specialty stores.*

#### GUCCI CONTACTS:

Gucci Corporate Communications

Niccolò Moschini [niccolo.moschini@it.gucci.com](mailto:niccolo.moschini@it.gucci.com)

T +39 02 8800 51

Simona Del Re [simona.delre@it.gucci.com](mailto:simona.delre@it.gucci.com)

T +39 055 7592.21