

GUCCI

GUCCI TO WELCOME VIRTUAL GUESTS TO NEXT MILAN FASHION SHOW ON SEPTEMBER 22

August 30, 2010, MILAN – In celebration of the launch of its new luxury Digital Flagship store at gucci.com, Gucci will break new ground on September 22nd, 2010, by connecting the event world and virtual world with Gucci Connect E-vent, hosted on gucciconnect.com. Taking live-streaming of fashion shows to the next level, Gucci introduces a fresh, new way of allowing Gucci enthusiasts worldwide to engage with the House and its fashion show through its own proprietary social networking video technology. Gucci Connect E-vent will allow users to share their live webcam videos – online and at the Gucci show space – with assigned virtual seating at the E-vent. The Gucci Connect initiative will play an important role in redefining fashion shows by integrating multiple platforms with video technology – online, social networking and event – thereby allowing larger audiences to experience the fashion show as one.

Beginning August 30th, virtual guests will be able to sign up on gucciconnect.com to receive an e-ticket granting them access to the E-vent as a virtual attendee at Frida Giannini's Women's Spring Summer 2011 in Milan on September 22nd, 2010. Gucci Connect E-vent will offer the same guest benefits to virtual guests as Milan event guests with live runway presentation, virtual seating with webcam videos shared at the Gucci show space and social networking opportunities. Through Gucci Connect's webcam share technology, virtual guests will be mixing with the world's buyers and press, who attend the seasonal fashion shows in New York, London, Milan and Paris.

In recognition of its digital fans, Gucci offers two unique VIP opportunities for participants. By signing up for an e-ticket at gucciconnect.com, virtual guests will be entered for a chance to win a trip for two to attend the Milan Women's Spring Summer 2011 fashion show in person. In addition, the Gucci Connect E-vent Facebook App will allow virtual guests to create groups and compete for VIP seating at the E-vent on gucciconnect.com.

The Gucci Connect E-vent Timeline

- On August 30th, sign up to receive an e-ticket to gain access to the E-vent and be entered for a chance to win a trip for two to attend the fashion show in Milan. The winner of the tickets to the Women's Spring Summer 2011 fashion show will be announced on September 10th.

- Install the Facebook App and compete to create the largest group for a chance to become VIP e-guests with VIP virtual seating. The VIP group will be announced on September 20 and have their webcams projected at the show.
- Gucci e-ticket holders can sign into gucciconnect.com on September 22nd for the E-vent and share their webcam or photo with other virtual guests. Live streaming coverage will offer four different camera angles. Virtual guests can meet other guests worldwide with live guest list, live chat, Facebook Connect and Twitter.

Gucci, a pioneer of the luxury online shopping experience since 2002, today opens its new luxury Digital Flagship store at gucci.com. Following an 18 month architectural renovation under the direction of Gucci Creative Director Frida Giannini, the new online retail destination takes advantage of the most innovative technologies available today thereby seamlessly integrating rich content, shopping and social networking to provide the site's monthly 2.5 million unique visitors with an aesthetic and customer-oriented experience that replicates the one they have when entering a Gucci signature flagship store in Rome, New York, London or Shanghai.

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 jewelry. 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 (295 at June 2010) and a small number of selected department and specialty stores.