

Sergio Rossi launches an environmentally sustainable product : « The Sergio Rossi Eco Pump »

Sergio Rossi, a brand committed to ecological development, is presenting the Eco Pump, a stiletto pump, symbol of the Sergio Rossi brand, realized and produced with materials and processes characterized by a minimal environmental stamp. It will be exclusively launched in Sergio Rossi stores on the 5th of June 2009.

To achieve this visionary shoe, Sergio Rossi has collaborated with the German research institute, Fraunhofer Institut, world leader in the research of alternative materials, and more particularly its internal department dedicated to environmental solutions.

With researchers from this institute, Francesco Russo has studied for Sergio Rossi, a way to replace materials usually used for shoe production with sustainable products:

An innovative sole has been conceived in liquid wood and contains a low percentage of leather waste which provides the perfect suppleness. The heel, also made in liquid wood gets, thanks to a compression process, high strength. All these materials are biodegradable. For the uppers, Sergio Rossi renowned for its craft and unique selection of leathers, has worked with a eco-sensitive tanner.

The packaging is also realized with biodegradable materials.

Sergio Rossi gives part of the proceeds of the Eco Pump to support the non profit organisation GoodPlanet.org, an association that works towards developing awareness and education in favour of a more responsible way of living, from an environmental, social and economical perspective.

#### Info

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*Sergio Rossi started his business the 1950's in San Mauro Pascoli, Italy, and created his brand in 1968. Due to excellent workmanship, the Sergio Rossi shoe has attracted a refined clientele who desire high quality Italian footwear. The brand has always been synonymous with glamour and numerous Italian and international stars have worn Sergio Rossi on the red carpet over the years. Sergio Rossi is part of Gucci Group N.V., owned by PPR, a global player in Retail and Luxury Goods. Shares in PPR are traded on the Euronext Paris (#121485, PRTP.PA, PPFPP).*