

Yves Saint Laurent announces the departure of Creative and Image Director Hedi Slimane

At the end of a four-year mission, which has led to the complete repositioning of the brand, the Maison Yves Saint Laurent announces the departure of Hedi Slimane as its Creative and Image Director.

Since March 2012, under the creative helm of Hedi Slimane, the House has enjoyed a holistic reform that has brought back its utmost modernity and fashion authority, while keeping alive and respecting the original vision of Mr Saint Laurent. This repositioning has granted a new life and a new story to one of the most important French Couture Houses, with undisputed success.

Francesca Bellettini, President and CEO of Yves Saint Laurent, stated: *"I would like to thank Hedi Slimane very much for his vision in reforming such an iconic House as Yves Saint Laurent. The direction that has been taken over the last four years represents an incredible foundation for the Brand to build on for its continuous success."*

François-Henri Pinault, Chairman and CEO of Kering, stated: *"What Yves Saint Laurent has achieved over the past four years represents a unique chapter in the history of the House. I am very grateful to Hedi Slimane, and the whole Yves Saint Laurent team, for having set the path that the House has successfully embraced, and which will grant longevity to this legendary Brand."*

A new creative organization for the House will be communicated in due course.

About Yves Saint Laurent

Founded in 1961, Yves Saint Laurent is one of the world's most prominent fashion houses. It was the first Couture house to launch, in 1966, the modern concept of luxury women's prêt-à-porter, in a collection called "Saint Laurent Rive Gauche". Throughout the years, its groundbreaking styles have become iconic cultural and artistic references and its founder, the couturier Yves Saint Laurent, secured a reputation as one of the twentieth century's foremost designers. The House kept true to its identity of absolute modernity and fashion authority. Yves Saint Laurent designs and markets a broad range of women's and men's ready-to-wear products, leather goods, shoes, jewellery and eyewear. Through a license agreement, it is also a major force in fragrances and cosmetics.

About Kering

A world leader in apparel and accessories, Kering develops an ensemble of powerful Luxury and Sport & Lifestyle brands: Gucci, Bottega Veneta, Saint Laurent, Alexander McQueen, Balenciaga, Brioni, Christopher Kane, McQ, Stella McCartney, Tomas Maier, Boucheron, Dodo, Girard-Perregaux, JeanRichard, Pomellato, Qeelin, Ulysse Nardin, Puma, Volcom and Cobra. By 'empowering imagination' in the fullest sense, Kering encourages its brands to reach their potential, in the most sustainable manner.

Present in more than 120 countries, the Group generated revenues of more than €11.5 billion in 2015 and had more than 38,000 employees at year end. The Kering (previously PPR) share is listed on Euronext Paris (FR 0000121485, KER.PA, KER.FP).

Contacts

Press

Floriane Geroudet (Paris)

+33 (0)1 45 64 66 00

floriane.geroudet@kering.com

Eloi Perrin (Paris)

+33 (0)1 45 64 61 72

eloi.perrin@kering.com

Claudia Mora (Milan)

+39 (02) 3605 1039

claudia.mora@kering.com

Analysts/investors

Claire Roblet

+33 (0)1 45 64 61 49

claire.roblet@kering.com

Andrea Beneventi

+33 (0)1 45 64 63 28

andrea.beneventi@kering.com

Website

www.ysl.com

www.kering.com

Social Media

Yves Saint Laurent

Twitter: @ysl

LinkedIn: Saint Laurent

Instagram : @ysl

YouTube : ysl

Kering

Twitter: @KeringGroup

LinkedIn: Kering

Instagram: @kering_official

YouTube: KeringGroup