

Yves Saint Laurent appoints Anthony Vaccarello as Creative Director

Yves Saint Laurent and Kering are pleased to announce the appointment of Anthony Vaccarello as Creative Director of the *maison* Yves Saint Laurent, effective immediately.

A Belgian national, Anthony Vaccarello, 36, has been Creative Director of his eponymous brand since 2009, which he founded following two years at Fendi. He has also spent three years at Versus Versace, first as an independent consultant designer and then, since 2015, as Creative Director. A graduate of Belgium's leading institution in arts and design *La Cambre* in Brussels, Anthony Vaccarello has long been recognised as one of the most talented, emerging creative minds of our time. He was the grand prize winner of the renowned *Hyères International Festival of Fashion and Photography* in 2006, and won the prestigious ANDAM Fashion Award in 2011. Associated with his mastering of razor-sharp tailoring techniques, Anthony Vaccarello's influences and references strongly recall the soul of the *maison*.

Francesca Bellettini, President and CEO of Yves Saint Laurent, declared: *"I am extremely happy to have Anthony Vaccarello take the creative helm of Yves Saint Laurent. His modern, pure aesthetic is the perfect fit for the maison. Anthony Vaccarello impeccably balances elements of provocative femininity and sharp masculinity in his silhouettes. He is the natural choice to express the essence of Yves Saint Laurent. I am enthusiastic about embarking on a new era with Anthony Vaccarello, and together bringing the maison further success."*

François-Henri Pinault, chairman and CEO of Kering, added: *"I am very proud to welcome such a vivid and young force among today's creative fashion talents to Yves Saint Laurent. Anthony Vaccarello's unique style will greatly express the maison's creative signature and fashion authority, building on the brand's solid foundations, and further developing it to realise its full potential. Together with the entire Yves Saint Laurent team, Anthony Vaccarello will strongly contribute to the maison's growing accomplishments."*

Anthony Vaccarello said: *"Mr Saint Laurent is a legendary figure for his creativity, style and audacity. I am extremely grateful for the opportunity to contribute to the history of this extraordinary house."*

Anthony Vaccarello will present his first collection for the *maison* in October 2016, during Paris Spring-Summer 2017 fashion week.

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).

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