

PRESS RELEASE

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**BRIONI APPOINTS NINA-MARIA NITSCHKE AS CREATIVE DIRECTOR**

Brioni and Kering are pleased to announce the appointment of Nina-Maria Nitsche as Creative Director of the House, effective 15 June 2017. Nina-Maria Nitsche will have creative responsibility of the House's collections and image.

Nina-Maria Nitsche joined Maison Martin Margiela in 1989. For the following 23 years, she worked closely with the designer on the creative vision of the House. After the designer's resignation, in 2009, Nina-Maria Nitsche took over the creative direction of Maison Martin Margiela.

Nitsche's long experience and global creative perspective will enable her to reinforce the clarity of Brioni's identity, emphasise its sartorial values and reinstate its pioneering heritage.

Brioni CEO Fabrizio Malverdi stated: *"I am very pleased to welcome Nina-Maria Nitsche to the House of Brioni. Ever since I met her in 1996, I have been impressed by her creative approach, starting from a clearly defined concept and then transforming that into products that accurately resonate with the customer. Her point of view will allow the brand's core values to prosper and yet inject a contemporary dialogue that will enable Brioni to evolve into the future."*

Nina-Maria Nitsche declared: *"I am honored to collaborate with the House of Brioni. Thanks to its long sartorial history, Brioni has the potential to redefine its position as a unique luxury brand. The House's philosophy is based on a pioneering approach to menswear. My aim is to reinforce and invigorate this longstanding tradition."*

François-Henri Pinault, Chairman and CEO of Kering, added: *"I am delighted to welcome Nina-Maria Nitsche to Brioni and within Kering. Nina-Maria has a very accurate understanding of the Brioni man and she will bring a comprehensive and articulate creative vision to the House. I am sure that, together with Fabrizio Malverdi, she will build on the House's tradition of exceptional craftsmanship to propel Brioni into a new dynamic."*

**About Brioni**

*Founded in Rome in 1945, Brioni is recognized as the world's most prestigious menswear couture house. Under the leadership of CEO Fabrizio Malverdi, Brioni develops and manufactures sartorial ready-to-wear, leather goods, shoes, eyewear, and fragrances. The foundation of the company's identity is the Bespoke service, entirely custom made garments with an unparalleled level of craftsmanship. Brioni products are distributed globally through directly-owned boutiques and a network of selected department & specialty stores. The company is part of the global Luxury group Kering, which develops an ensemble of luxury houses in fashion, leather goods, jewellery and watches, as well as sport & lifestyle brands.*

**About Kering**

*A global Luxury group, Kering develops an ensemble of luxury houses in fashion, leather goods, jewellery and watches: Gucci, Bottega Veneta, Saint Laurent, Alexander McQueen, Balenciaga, Brioni, Christopher Kane, McQ, Stella McCartney, Tomas Maier, Boucheron, Dodo, Girard-Perregaux, Pomellato, Qeelin and Ulysse Nardin. Kering is also developing the Sport & Lifestyle brands Puma, Volcom and Cobra. By 'empowering imagination', Kering encourages its brands to reach their potential, in the most sustainable manner.*

*The Group generated revenue of €12.385 billion in 2016 and had more than 40,000 employees at year end. The Kering share is listed on Euronext Paris (FR 0000121485, KER.PA, KER.FP).*

K E R I N G



*Brioni*

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