

ALEXANDER
MCQUEEN

GUCCI
GROUP

**Alexander McQueen and Gucci Group appoint
Sarah Burton as Creative Director**

London, 27 May 2010 - Alexander McQueen and Gucci Group, part of PPR, announce that Sarah Burton has been appointed Creative Director of the Alexander McQueen brand. Sarah will supervise the creative direction and development of all collections of the brand going forwards.

Sarah Burton has worked in the design studio with Lee Alexander McQueen since 1996. She has been Head of Design - Women's wear since 2000.

Sarah Burton commented on this announcement by saying: *"The creation of modern beautifully crafted clothes was at the heart of Lee's vision. I intend to stay true to his legacy."*

Commenting on this announcement, Jonathan Akeroyd, President and CEO of Alexander McQueen, said: *"We are delighted that Sarah has agreed to take on the role of Creative Director. Having worked alongside Lee McQueen for more than 14 years, she has a deep understanding of his vision, which will allow the company to stay true to its core values. Sarah is extremely talented and under her creative leadership we are ready to enter a new phase in the brands history."*

Robert Polet, President and CEO of Gucci Group, added: *"As a business we remain absolutely committed to the Alexander McQueen company which has proven to have strong customer loyalty and has shown to be a resilient brand in the aftermath of the tragic loss of its founder. Sarah has real talent, a close understanding of the brand, and the vision necessary to take it forward. We will be giving full support to Sarah and the team in the coming years."*

About Sarah Burton

Sarah Burton is British born. She grew up and was educated in Manchester and studied fashion at Central Saint Martins College of Art and Design in London graduating in 1997.

1996 Joins Alexander McQueen

2010 Appointed creative director of Alexander McQueen

About Alexander McQueen

Alexander McQueen designs, manufactures and distributes women's and men's ready-to-wear and accessories.

The Company operates in over 50 countries around the world through 11 directly operated stores, including flagship stores in New York, London, Milan, Los Angeles, Las Vegas, as well as through 360 leading department and specialty stores.

Alexander McQueen brand was founded in 1992 by Lee McQueen. In December 2000, 51% of the brand was acquired by Gucci Group, where he remained Creative Director until his passing in February 2010.

Alexander McQueen is part of Gucci Group N.V., owned by PPR. Shares in PPR are traded on the Euronext Paris (#121485, PRTP.PA, PFP).

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About Gucci Group

Gucci Group N.V. is one of the world's leading multi-brand luxury goods companies. Through the brands Gucci, Yves Saint Laurent, Bottega Veneta, Alexander McQueen, Balenciaga, Boucheron, Sergio Rossi, Stella McCartney, the Group designs, produces and distributes high-quality personal luxury goods, including ready-to-wear, handbags, luggage, small leather goods, shoes, timepieces, jewellery, ties and scarves. Also, under license from global industry leaders, eyewear and fragrances, cosmetics and skincare products. The Group directly operates stores in major markets throughout the world and wholesales products through franchise stores, duty-free boutiques and leading department and specialty stores. Gucci Group is owned by PPR whose shares are traded on the Euronext Paris (# 121485, PRTP.PA,PPFP).

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