

GUCCI

GUCCI WELCOMES FIRST STUDENT INTAKE TO ITS ÉCOLE DE L'AMOUR A NEW AND INNOVATIVE TRAINING COURSE

Florence, 17 December 2018 – Gucci is pleased to announce the opening of Gucci École de l'Amour, an innovative education programme designed to perpetuate the skills associated with the house's artisanal craft and production.

Providing a unique training experience, the school's courses are structured as follows:

- **Craftsmanship School (Scuola dei Mestieri):** a six-month programme in the Gucci ArtLab with the objective of educating trainees in the entire product design and production process for leather goods. The course is open to high school graduates and/or unemployed people aged 18 to 26, who have a passion for making things by hand. The craftsmanship school opened in October with a first intake of 10 students involved in a full-time schedule from Monday to Friday. The next opportunity for enrollment will be in March 2019. Meanwhile, a parallel training course for students wishing to specialise in the craft and production of shoes is in its planning phase.
- **Factory School (Scuola di Fabbrica):** a bi-monthly programme in Gucci's factories, with the objective of training people to become 'production operators'. These are professionals who specialise in specific leather goods manufacturing operations. The course is open to high school graduates and/or unemployed people aged 18 to 26. The factory school was launched in October 2017 and has so far enrolled nearly 60 students.
- **Technical Academy:** an internal programme of technical courses to meet specific training needs of Gucci employees working in different departments and in the Gucci factories. It is part of a constant learning and development programme, which aims to disseminate technical knowhow throughout the company by maximising the sharing of skills and expanding the basic knowledge of all those who – by the nature of their roles – do not have direct contact with the manufacturing of the product.

The inspiring teachers of these three courses are a combination of specialist artisans and managers in the company, who dedicate part of their time to educating, and retired former colleagues, who wish to transmit their own unique knowledge to their successors. The passing on of skills, knowhow and experience, especially in the fields of craftsmanship and production, is essential for the long-term sustainability of a company like Gucci, which will always respect the traditions of the makers, even as it pioneers the design of the future.

Marco Bizzarri, President and CEO of Gucci, says: 'The heritage of Gucci is made up of people and their knowledge. Training is the most powerful method and tool we have to enhance our people and our products.' He adds: 'It is no coincidence that École de l'Amour was born from the Gucci ArtLab, which is the perfect expression of the corporate culture that we are building and developing: a place that promotes learning and the development of skills, a laboratory of ideas, an environment where we work with passion; indeed, I should really say, where we work with love...'

Today, Gucci's manufacturing base, including Gucci ArtLab, employs over 2,400 people, who work side by side, placing the product and their passion for creation at the centre of every activity. This establishes a powerful *esprit de corps* that not only makes the working environment more engaging and inspiring, but also, ultimately, finds expression in the excellence of the product.

Creativity, innovation and teamwork are the hallmarks that will continue to differentiate Gucci. Add to this the commitment to preserving the skills and knowledge that have been passed down from previous generations and you have a powerful recipe for a perpetuating approach to fashion and design – something that is not of the moment, but for all time.

In line with Gucci's commitment to creating the necessary conditions for a responsible, innovative and sustainable long-term business model, École de l'Amour is one of the initiatives that form part of Gucci Equilibrium, the platform that supports our ten-year Culture of Purpose sustainability programme. This is based on three pillars – environment, people and new models – under which all the initiatives relating to sustainability and social responsibility sit, and which inspire in a sincere and transversal way all the activities of our business. (For more information visit equilibrium.gucci.com).

About Gucci

Founded in Florence in 1921, Gucci is one of the world's leading luxury fashion brands, with a renowned reputation for creativity, innovation and Italian craftsmanship. Gucci is part of the global luxury group Kering, which manages the development of a series of renowned Maisons in fashion, leather goods, jewelry and watches.

For further information about Gucci visit www.gucci.com

About Gucci Equilibrium

A programme and portal designed to connect people, planet and purpose. Designed for a global audience, it is part of a 10-year plan to embed a comprehensive sustainability strategy into and around the brand, governed by a Culture of Purpose. Essentially, Gucci Equilibrium is the House's mission to bring positive change in order to secure our collective future. For more information visit equilibrium.gucci.com.

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