

GUCCI

Gucci Appoints Renée E. Tirado as Global Head of Diversity, Equity & Inclusion

MILAN – July 30, 2019 – Gucci announces that Renée E. Tirado has joined the company to lead its diversity, equity and inclusion efforts globally. Tirado's appointment is part of the company's continued mission for a positive corporate culture and long-term diversity and inclusion plan announced earlier this year in February. She will be based in New York and will report directly to President and CEO, Marco Bizzarri.

"Since 2015, Alessandro and I have worked to put culture - self-expression and inclusivity - at the center of what we do. I strongly believe diversity empowers creativity. All that we have accomplished has been driven by these values," said Marco Bizzarri. "This appointment is a fundamental building block to further our commitment and support the initiatives already in place. As a learning organization, we have challenged ourselves over the last few months to accelerate our vision to develop a stronger organization. I am confident that Renée will help us create the meaningful change we want to see not only in our company but in the fashion industry."

Tirado will design, develop and implement a global strategy to create a more inclusive and equitable workplace and increase workforce diversity as it relates to Gucci's business initiatives. She will ensure diversity, equity and inclusion are implemented across all regions by hiring and leading a global team of DE&I advocates. Tirado's strategy will progressively impact our current recruitment approaches as well as our ways to review and promote talents internally. Building upon Gucci's existing corporate culture initiatives, Tirado will oversee the Cultural Awareness Learning Program for all global employees, the Global Multicultural Design Fellowship Program, the Internal Global Exchange Program, and Employee Resource Groups while aligning with parent company Kering's overall DE&I vision.

At a grassroots level, Tirado will weave the existing core values of DE&I into the fabric of Gucci's organization touching all levels, positions and regions. She will advance the many initiatives the brand has launched in the last several years, such as support of the LGBTQIA community and gender equality through Gucci's membership of Parks, support of the "UN LGBT Business Conduct Standards," and United States Supreme Court brief in favor of LGBTQ workers, participation in UNICEF's Girls' Empowerment Initiative, and Gucci's CHIME FOR CHANGE campaign.

Tirado will become a member of the Gucci Changemakers Council, an external collective of community leaders and social change experts committed to the advancement of diversity and inclusivity through actionable change. She will partner closely with Antoine Phillips, the recently appointed Vice President of Brand and Culture Engagement at Gucci America, and his team in their efforts to strengthen local social impact activities through the Changemakers initiatives. Given Tirado's extensive work for women's equality, she will also join the CHIME FOR CHANGE Advisory Board. CHIME FOR CHANGE was founded by Gucci in 2013 to convene, unite and strengthen the voices speaking out for gender equality globally, with a focus on Education, Health and Justice.

"I am in the business of making human connections that start with the foundations of inclusivity, respect, and diversity to ensure Gucci remains culturally relevant and economically competitive. I am honored to join a company that puts these non-negotiable values at the forefront of their business model, not as 'a nice to have' but as a key component of its business strategy" said Tirado. "Diversity is on the agenda of many companies, but Gucci has now assumed a leadership role in the industry through the breadth of initiatives it is undertaking and the prioritization it has placed on it as a part of the overall business."

Bizzarri noted, "Renée believes that diversity and equity should be a daily way of being. She understands that this mission is something that needs to be shared by all within the company as an essential foundation of our Culture of

Purpose. It is this deep commitment paired with her unique experience that made her the natural choice for this leadership role.”

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About Renée E. Tirado

Prior to joining Gucci, Tirado most recently served as the Chief Diversity & Inclusion Officer at Major League Baseball (MLB) where she developed and led the D&I strategy for the entire league and its thirty Club markets. In that role, her accomplishments include establishing industry business resource groups, overseeing the Diversity Pipeline Program which placed women, people of color and LGBTQ candidates in positions in baseball operations departments across the league, and leading a women in baseball strategy that led to development programs such as the Katy Feeney Leadership Symposium, Take the Field Program and a league-wide mentorship initiative. She also created the Diversity Fellowship Program to provide entry-level opportunities to place candidates on a path toward leadership positions in front offices and an annual experiential event called The Bridge, which merged baseball history with modern pop culture elements. Prior to her position at MLB, Tirado, licensed attorney, held D&I leadership roles at AIG and the United States Tennis Association.