



WORLD ENVIRONMENT DAY SEES THE LAUNCH OF *GUCCI EQUILIBRIUM*,
A NEW PORTAL CONNECTING PEOPLE, PLANET AND PURPOSE.

5 June, 2018, MILAN – Today, on World Environment Day, Gucci launches *Gucci Equilibrium* at equilibrium.gucci.com, a destination designed to connect people, planet and purpose. The launch is part of a 10-year plan to embed a comprehensive sustainability strategy into and around the brand, governed by a *Culture of Purpose*.

As part of its mission, Gucci has made significant strides in balancing the creation and marketing of world class fashion and accessories with a radical sustainability agenda. The brand also continues to lead the conversation on gender equality through its CHIME FOR CHANGE girls' and women's empowerment campaign.

Marco Bizzarri, Gucci President and CEO, said, "Gucci is not a company where you must leave your values at the door, but one where they are enhanced, challenged and amplified. Gucci Equilibrium is about us spreading that energy and that positive intent to everyone who loves our brand". Bizzarri continued, "These are critical times when we can all play our part in helping to deliver on the UN Global Goals and the Paris Climate Agreement. The only way to do that is by bringing people together, sharing ideas, innovation and experiences. This is the objective we have set for *Gucci Equilibrium*."

From today a global audience can access *Gucci Equilibrium* at equilibrium.gucci.com. Compelling content showcases the stories, ideas and science behind environmental and social impact change, bringing Gucci's perspective to bear on some of the most critical issues of our age.

Gucci Equilibrium builds on the *Culture of Purpose* that governs Gucci on a day-to-day basis and is anchored by three pillars covering the environment, people and new models of sustainable innovation:

Environment - Gucci is committed to reducing its environmental impacts and is setting ambitious targets to create a new standard in luxury retail, for example by guaranteeing the traceability of 95% of raw materials. Gucci has pioneered the development of *Scrap-less*. This programme runs in association with tanneries to transform the environmental profile of the leather industry. *Scrap-less* significantly reduces the quantity of leather that is treated during the manufacturing process, leading to energy, water and chemical use savings. In addition, only transporting useable leather from the tanneries to the factories reduces greenhouse gas emissions.

People – Gucci recognises the value of its employees, is dedicated to enhancing the lives of the people who make its products and is focused on supporting communities. Examples of the ways Gucci achieves these goals include responsible and innovative management of its supply chain - Gucci was awarded *The Green Carpet Fashion Award* for Sustainable Innovation, 2017; Gucci is committed to overturning gender imbalance and inequality. Women make up 59% of senior managers. In addition Gucci campaigns to support girls' and women's empowerment, diversity and inclusion. Gucci became the first luxury fashion brand to join Parks – Liberi e Uguali – an employers alliance that ensures we have the right framework and strategies to carry through our values and to respect diversity throughout our company.

Gucci Equilibrium features *I was a Sari*, a social enterprise founded by Stefano Funari that perfectly encapsulates Gucci's drive toward social empowerment and commitment to the circular economy. The company works with women from marginalized communities in Mumbai, upcycling saris and teaching new skills to bring recurring income and opportunities to these women for the first time. By harnessing Gucci's strategic expertise, creativity and reach, *I was a Sari* breaks new ground in the socially-driven fashion sector. A central component of the partnership includes the up-cycling of left-over scrap leather and embroidery materials to produce one-off handcrafted designs. Working with Gucci's local specialist embroidery suppliers the first team of craftswomen from the project are currently building their expertise in the finest embroidery techniques. This project has provided access to a part of the garment industry that was previously out of bounds to women.
(<http://equilibrium.gucci.com/i-was-a-sari/>)

New Models – Gucci continues to develop new solutions by applying technical innovation to improve efficiency in its production and logistics. Gucci ArtLab, opened in April 2018, stands at over 37.000 square meters with over 800 employees, creating a start-up environment for radical innovation and fusing both industrial craftsmanship and experimentation. Gucci collaborates with incubator funds and accelerator programmes to stimulate disruptive innovation, identifying game changing start-ups and then scaling them. Gucci is also working on the implementation of a new programme that will allow every Gucci employee to dedicate one per cent of their working time to volunteering in order to have a positive impact on local communities.

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 Kering Group, a world leader in apparel and accessories that owns a portfolio of powerful luxury and sport and lifestyle brands. For further information about Gucci, visit www.gucci.com

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 process plan to embed a comprehensive sustainability strategy into and around the brand, governed by a Culture of Purpose, Gucci's mission to bring positive change in order to secure our collective future, visit equilibrium.gucci.com

CHIME FOR CHANGE

CHIME FOR CHANGE is a global campaign founded by Gucci in 2013 to convene, unite and strengthen the voices speaking out for girls and women around the world, with a focus on Education, Health and Justice. To date the campaign has raised \$15 million to support projects and advocacy in 89 countries. Through funding 425 projects with 156 partners, CHIME FOR CHANGE's support has directly benefited more than 570,000 girls and women globally and reached more than 3 million family and community members. CHIME FOR CHANGE co-Founders Salma Hayek Pinault and Beyoncé Knowles-Carter continue to lead the campaign with its coalition of partner organizations, including Founding Partners the Kering Foundation, Hearst Magazines, Facebook, and the Bill & Melinda Gates Foundation. Visit www.chimeforchange.org
