

GUCCI

GUCCI LEADS THE CONVERSATION WITH LAUNCH OF OPEN SOURCE DIGITAL EP&L ON #WORLDENVIRONMENTDAY

Milan, June 5 2019 – On the occasion of #worldenvironmentday, and in coincidence with the launch of parent company Kering’s digital EP&L, Gucci has also unveiled a dedicated version of the digital EP&L accessible on Gucci Equilibrium. The first brand in the Group to adopt Kering’s original digital EP&L through a customized version on Equilibrium.Gucci.com.

Gucci now allows its community the opportunity to interact with its own EP&L for the first time.

This new entertaining and interactive way to assess a brand’s footprint visually via an open source platform will create a new generation of sustainability tools that give greater transparency and insight into the link between fashion and the environment.

By detailing its own sustainability progress, all of which is covered in full on its ground-breaking Gucci Equilibrium portal, Gucci is seeking to drive positive social and environmental change.

Gucci’s Culture of Purpose 10-year Sustainability Strategy is driving significant change throughout the business and achieving impressive results – including reducing its environmental footprint by 16% in the last 3 years, without having yet applied any disruptive technology but by simply looking at the sustainable sourcing and use of raw materials, and energy consumption, among others. This means Gucci is fully on target to reduce its footprint by 40% by 2025.

Some of the most significant initiatives in 2018 include:

- GUCCI UP: a circular-economy initiative focused on the up-cycling of scraps of leather and textiles generated during the production process.

In 2018 alone, as a result of partnering and cooperating with many non-profit organizations, Gucci has been able to reuse around 11 tons of leather scraps.

- SCRAPLESS: In 2018, 8 tanneries took part in the project and adopted this optimization process, doubling last year’s savings and achieving a reduction in leather waste by 66 tons

- GREEN ENERGY: we have increased by 146% our use of green energy since 2016 and therefore reduced significantly our CO2 emissions, including steadily reducing the energy consumption across all of our stores.

- METAL: Currently, 66% of palladium coating used for our metal accessories is recycled and traceable.

NOTES TO EDITORS:

Kering launched its [digital platform](#) today dedicated to its pioneering Environmental Profit and Loss (EP&L) account. The digital EP&L showcases Kering's new, interactive 2018 Group EP&L report and its underlying data sets. Building on from open-sourcing its EP&L methodology in 2015, this level of transparency from Kering allows unprecedented access to information about the relationship between business and the natural resources business relies on. Consequently, Kering's stakeholders will have greater understanding of the entire Group's impacts and supply chain resiliency. Furthermore, the data sets provide enough details to enable other luxury and fashion players to initiate their own EP&L analysis, which will offer critical new insights into their business and a pathway to mitigate their footprint.

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 www.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