

BALENCIAGA



KERING EYEWEAR AND BALENCIAGA PARTNER FOR THE PRODUCT DEVELOPMENT, MANUFACTURING AND DISTRIBUTION OF BALENCIAGA EYEWEAR

Paris, April 24, 2018 - Kering Eyewear and Balenciaga are pleased to announce their partnership for the development, production and worldwide distribution of Balenciaga sunglasses and prescription frames.

The first Balenciaga Eyewear collection is to be launched with the Spring 19 collection, available through a highly selective distribution network from January 2019.

"We are delighted to collaborate with Kering Eyewear", said Cédric Charbit, Balenciaga's CEO, "We will rely on their exclusive expertise to fully exploit and reach Balenciaga's potential in the category. We would also like to take the opportunity to thank Marcolin for their contribution in developing the brand over the past years."

"We are extremely proud of our new partnership with Balenciaga, one of the most authentic and innovative brands in the fashion industry and the last Kering brand with an eyewear presence which was not yet managed by Kering Eyewear" said Roberto Vedovotto, Kering Eyewear's President and CEO, "I am sure that Balenciaga, particularly considering the brand's strong creativity, will add substantial value to Kering Eyewear's already outstanding portfolio of luxury brands."

About Kering Eyewear

Kering Eyewear is part of the Kering Group, a global Luxury group that develops an ensemble of luxury houses in fashion, leather goods, jewellery and watches. Today, Kering Eyewear designs, develops and distributes eyewear for a complete and well-balanced portfolio of 15 brands: Gucci, Cartier, Bottega Veneta, Saint Laurent, Alexander McQueen, Stella McCartney, Brioni, Altuzarra, Alaïa, Boucheron, Pomellato, Puma, McQ, Christopher Kane, Tomas Maier.

About Balenciaga

Balenciaga has been part of the Kering group since 2001. Founded in 1917 by the legendary Cristobal Balenciaga and established in Paris in 1937, the house has a reputation for originating some of the most influential movements in fashion. As an established leader in luxury women's ready-to-wear, leather goods, footwear and accessories, Balenciaga has built further success with the introduction of ready-to-wear and accessories for men.

Demna Gvasalia is Artistic Director of Balenciaga. Appointed in October 2015, his innovative approach to embracing Balenciaga's core values has opened a new chapter in the history of the house. His creative vision has consolidated the status of the brand as a powerful creative force in the global fashion world.

Over the past years Balenciaga has been consolidating its directly-operated store network worldwide. Today Balenciaga has a well-developed retail network in both mature markets and Asia. Balenciaga is also distributed through franchisees and leading multi-brand stores. While franchises and selective distribution remain important contributors to the brand's activity, retail and e-commerce development continue as a brand priority.

About Kering

A global Luxury group, Kering develops an ensemble of luxury houses in fashion, leather goods, jewellery and watches: Gucci, Bottega Veneta, Saint Laurent, Alexander McQueen, Balenciaga, Brioni, Christopher Kane, McQ, Stella McCartney, Tomas Maier, Boucheron, Dodo, Girard-Perregaux, Pomellato, Qeelin and Ulysse Nardin. Kering is also developing the Sport & Lifestyle brands Puma, Volcom and Cobra. By 'empowering imagination', Kering encourages its brands to reach their potential, in the most sustainable manner.

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