

British Fashion Awards 2015

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PRESS RELEASE

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THE BRITISH FASHION COUNCIL ANNOUNCES ALESSANDRO MICHELE FOR GUCCI AS THE RECIPIENT OF THE INTERNATIONAL DESIGNER' AWARD

The 2015 International Designer Award will be presented to Alessandro Michele, in recognition of the year's remarkable achievements in his role as Creative Director at Gucci.

Taking the reins as Creative Director back in January 2015, his appointment marked a brave and significant shift in aesthetics for Gucci – a house famed for its leather goods and accessories; a powerhouse that currently ranks No.2 in the global luxury goods market. The appointment was a considered one, and in the nine short months since Alessandro took up his new role, he has presented four collections that have caught the attention of the industry and consumers alike, and have set the fashion agenda, confirming Gucci's position as a truly directional fashion house.

The appointment of Michele as Creative Director marks the culmination of a successful 13-year career with the brand – having been brought into the Gucci fold by Tom Ford back in 2002 after a stint at Fendi, where he served as Senior Accessories Designer. Alessandro's unique understanding and appreciation of the historical codes of Gucci married with his modern take on romanticism have created a compelling new narrative for the brand.

Charged with overseeing all aspects of creative responsibility for the label, Alessandro Michele's truly contemporary and highly original vision has undoubtedly returned the iconic house of Gucci to the frontline of fashion, making headway and headlines for all the right reasons; namely the clothes.

Natalie Massenet MBE commented: *"Alessandro Michele is a phenomenon at Gucci. His exciting eclectic aesthetic has made an overnight impact on global fashion trends. It is not just that he has made the brand covetable and the product so desirable. He has also*

reinvigorated the retail experience bringing back playfulness and magic to the flagship store. This is a man who has his customer in his heart and celebrates them."

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