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PRESS RELEASE

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MEHDI BENABADJI APPOINTED CEO OF BRIONI



Credit: Jean-François Robert/Modds

Kering announces the appointment of Mehdi Benabadji as CEO of Brioni, with effect from January 1, 2020. He will report to Jean-François Palus, Group Managing Director of Kering.

Mehdi Benabadji has held a series of operational and executive positions within Kering since 2003. Most recently, he was Chief Operations Officer, in charge of the Group's logistics and industrial activities. He is very familiar with Brioni, having been Director of Strategy and Development of the House after its acquisition by Kering in 2011. His mission now will be to consolidate the repositioning of Brioni and to support its international development.

Mehdi Benabadji takes over from Fabrizio Malverdi, who has decided to leave the Group to pursue a new professional challenge. Kering would like to thank him warmly for his commitment and his contribution as CEO of Brioni in recent years.

About Mehdi Benabadji

Mehdi Benabadji began his career in 1995 as a consultant. For eight years, he held a range of positions in luxury Houses before joining Kering in 2003. Since 2012, he has carried out a variety of executive roles, and most recently as Chief Operations Officer, in charge of the Group's integrated logistics and industrial activities. Mehdi Benabadji is a graduate of France's ESSEC Business School.

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Photograph in HD available [here](#)

About Kering

A global Luxury group, Kering manages the development of a series of renowned Houses in Fashion, Leather Goods, Jewelry and Watches: Gucci, Saint Laurent, Bottega Veneta, Balenciaga, Alexander McQueen, Brioni, Boucheron, Pomellato, DoDo, Qeelin, Ulysse Nardin, Girard-Perregaux, as well as Kering Eyewear. By placing creativity at the heart of its strategy, Kering enables its Houses to set new limits in terms of their creative expression while crafting tomorrow's Luxury in a sustainable and responsible way. We capture these beliefs in our signature: "Empowering Imagination". In 2018, Kering had nearly 35,000 employees and revenue of €13.7 billion.

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