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Oggetto : New Creative Director Alberta Ferretti brand

Testo del comunicato

Vedi allegato

AEEFFE

ALBERTA FERRETTI

MOSCHINO

PHILOSOPHY
DI
LORENZO SERAFINI

POLLINI

LORENZO SERAFINI APPOINTED CREATIVE DIRECTOR OF THE ALBERTA FERRETTI BRAND

San Giovanni in Marignano, October 15, 2024. The Board of Directors of Aeffe Spa - a luxury company, listed on the Euronext STAR Milan segment of the Euronext Milan market of the Italian Stock Exchange, which operates both in the ready-to-wear sector and in the footwear and leather goods business with highly renowned brands, including Alberta Ferretti, Philosophy di Lorenzo Serafini, Moschino and Pollini, - is pleased to announce the appointment of Lorenzo Serafini as Creative Director of the Alberta Ferretti brand.

Lorenzo Serafini, who joined the Aeffe Group in 2014 as Creative Director of the Philosophy di Lorenzo Serafini brand, succeeds the fashion house's founder, Alberta Ferretti, who announced her retirement from the runway in September this year.

"I am thrilled to announce that Lorenzo will be my successor at the helm of the brand that bears my name. With the fashion world undergoing tremendous change, I strongly believe that Lorenzo has the creativity, strong aesthetic sense, professionalism and expertise required to meet this challenge," says Alberta Ferretti, Vice President of the Aeffe Group. *"A decade ago, I entrusted Lorenzo with the Philosophy line which he successfully developed into a thriving brand. Now it is time for him to write a new chapter for the Alberta Ferretti brand, whose essence aligns beautifully with his vision. Lightness, femininity, sensuality are words already within Lorenzo's vocabulary, and words he will be able to wonderfully define within the world of Alberta Ferretti."*

Lorenzo Serafini, who will make his debut on the catwalk with the Ferretti brand in February 2025, expresses his excitement: *"With enthusiasm and deep gratitude, I embrace this opportunity the Ferretti family has offered me. I am honored that Alberta has chosen me as the successor to such a significant and prestigious legacy, and I will carry it forward with care as I begin a new chapter for the Alberta Ferretti brand."*

Massimo Ferretti, President of the Aeffe Group, adds: *"Following Alberta's decision to step down as Creative Director of the brand, we immediately discussed the future of the brand and agreed Lorenzo was the right person to take on this challenge. His aesthetic, his vision, his knowledge of the sector and knowledge of our company will be instrumental in guiding the next phase of the brand's evolution."*

The Aeffe Group, in collaboration with Lorenzo Serafini and interpreting the needs of the current market, have developed a new strategy. This includes the integration of the Philosophy line within the Alberta Ferretti brand from the Fall/Winter 2025 season, with the aim of strengthening the brand's appeal and positioning for the future.

As for the Kids children's wear line, licensing company Monnalisa will remain in charge of its production and worldwide distribution.

The design consultancy contract with Alberta Ferretti is set to expire on December 31, 2024.

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