



IN GUCCI'S 90TH ANNIVERSARY YEAR
THE WORLD'S ELITE SHOW JUMPERS COMPETE IN THE THIRD GUCCI PARIS MASTERS
FROM DECEMBER 2ND – 4TH, 2011

November 17TH, 2011, PARIS – The world's greatest show-jumpers will be back this year for the Gucci Paris Masters. First established in December 2009 when Gucci returned to equestrian sponsorship after an absence of 20 years, the Gucci Paris Masters immediately established itself as one of the world's most prestigious indoor equestrian competitions.

In the year that sees the House celebrate its 90th anniversary, Gucci continues to deepen its relationship with the equestrian world and a heritage long characterized by the glamour of horse riding. When Guccio Gucci first opened his company in 1921 in Florence, horseriding often inspired the motifs and symbols of his designs. Over the years, Gucci's green-red-green webbing, appropriated from a horse's girth strap, as well as the Gucci horsebit have become iconic design components ingrained in the House's history.

"Today, Guccio Gucci's original fascination with the noble spirit and infectious allure of the equestrian world continues with the Paris Masters," said Creative Director Frida Giannini. "Following a year of celebrations for the House's 90th anniversary, we are proud to carry on this legacy with this prestigious event."

The third Gucci Paris Masters will take place from December 2nd to 4th, 2011, once again at the Parc des Expositions Paris Nord Villepinte exhibition centre during the Paris Horse Show. The Gucci Paris Masters will bring together the world's best riders, including Australia's Gucci-sponsored Edwina Alexander, the world's current number one female professional show jumper, Canada's Eric Lamaze, current world n°1 and reigning Olympic champion, France's Kevin Staut, vice-world team champion, Belgium's Philippe Le Jeune, reigning world champion.

Gucci-sponsored Charlotte Casiraghi has orchestrated The Style & Competition for AMADE, which is scheduled for Saturday, December 3rd. The event will involve 12 teams, each consisting of a professional rider and a talented amateur. All profits from the challenge will be donated to the World Association of Children's Friends, founded in 1962 by Princess Grace of Monaco, for the promotion and protection of children's rights on an international level.

Also on Saturday, December 3rd, the Gucci by GUCCI Challenge, first established at last year's edition, will see the top 10 male riders take on the top 10 female riders in the world rankings.

The three days will feature eight CSI 5* rated events and will culminate on Sunday, December 4 with the Gucci Grand Prix, which will put the 35 best rider and mount pairs against one another with a prize of €300,000. Some 50,000 spectators are expected to come along to see the riders and their mounts.

During the course of its three day sponsorship, Gucci will once again open a temporary retail store on site for visitors to enjoy shopping between the shows, including a limited edition scarf, made to order boots, and exclusive luggage from the 1921 collection in celebration of the House's 90th anniversary.



Edwina Alexander & Kevin Staut - courtesy of Franck Papelard

Practical info

Address:

Gucci Masters
Parc des Expositions – Hall 5B
Paris Nord Villepinte
95970 Roissy Charles de Gaulle

Information and tickets:

www.guccimasters.com

and local selling points

Tel: +33 (0) 820 22 50 54 (€0,15 VAT incl./min)

Tel +33 (0)1 40 55 50 50

Rates: €10 to €70

Gucci

Founded in Florence in 1921, Gucci is one of the world's leading luxury fashion brands. With a renowned reputation for quality and Italian craftsmanship, Gucci designs, manufactures and distributes highly desirable products such as leather goods (handbags, small leather goods, and luggage), shoes, ready-to-wear, silks, timepieces and fine jewellery. Eyewear and fragrances are manufactured and distributed under license by global industry leaders in these two sectors. Gucci products are sold exclusively through a network of directly operated boutiques (365 DOS as of September 2011) and a small number of selected department and specialty stores.

EEM - European Equestrian Masters

EEM is the European division of EEMWorld, creator and owner of the Masters of showjumping. These competitions are unrivaled VIP events, each attracting the best riders worldwide to compete for exceptional prize money. Similar to the Grand Slam in tennis, the Masters competitions are broadcasted to a global audience reaching more households than any other show jumping competition in the world. The Masters offer an unparalleled networking and social opportunity for worldwide elites, global institutions, luxury brands and industry VIPs.

Gucci Masters takes place in Paris the first week of December (December 2nd to 4th 2011); Hong Kong Masters is the first week of March (March 1st to 3rd 2012) and the inaugural New York Masters will take place in 2013.

EEM World has events management divisions located in Europe, Asia and America and a Rider Management division that manages the careers of some of the world's best riders and equestrian artists.

www.guccimasters.com

The Paris Horse Show

Founded in 1972, the Paris Horse Show or Salon du Cheval de Paris is an official event of the CENECA - the French National Centre for Agricultural Exhibitions and Competitions, which also owns the International Agriculture Show. Its president, Jean-Luc Poulain, is president of both these shows. For its 3rd edition at Paris Nord Villepinte exhibition center, the show's status as an essential destination is confirmed, featuring top class events such as: The GUCCI MASTERS CSI5, the World Arabian Horse Championships, the International Vaulting Masters – World Cup stage, the PARIS'CUP Driving Competition, the French Indoor Championships and the Horse Night display. Over 120,000 visitors and 355 exhibitors come together around their shared passion, making the Paris Horse Show, held annually in December, France's leading equestrian event.*

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Gucci Masters

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