



BRUNELLO CUCINELLI

Press Release Brunello Cucinelli S.p.A.

BRUNELLO CUCINELLI: Fedone sells a stake of 1.76% of Brunello Cucinelli S.p.A. share capital to the Chinese partner of the Group

The sale completes the sale and purchase agreement signed in March 2012 with Chen Long, controlling shareholder of Sichuan Lessin Department Stores.

Solomeo, May 17th 2013 - Brunello Cucinelli S.p.A. informs that Fedone S.r.l., a company fully owned by Mr. Brunello Cucinelli and holder of the controlling shareholding of Brunello Cucinelli S.p.A., sold no. 1,200,000 shares of Brunello Cucinelli S.p.A. (equal to 1.76% of the share capital) to Sichuan Lessin Department Stores Co. Ltd. ("**SLD**"), the 49% partner of Brunello Cucinelli Lessin (Sichuan) Fashion Co., Ltd., the company managing the commercial network in China.

The sale has been made for a price of € 8,500,000 in accordance with the sale and purchase agreement, already communicated to the market, signed on 6 March 2012 by and between Fedone and Mr. Chen Long, SLD's controlling shareholder; SLD was designated by Mr. Long as purchaser of such shares of the Company.

For any additional information please refer to Chapter 18, Paragraph 18.4 and Chapter 22, Paragraph 22.4.4 of the Italian Prospectus, published in the Company's web-site: <http://investor.brunellocucinelli.com/ita/opvs/prospetto-informativo/>.

The sold shares are subject to a lock-up undertaking, until August, 30th 2014, vis-à-vis the Joint Global Coordinators of the Company's IPO, Mediobanca-Banca di Credito Finanziario S.p.A. and Merrill Lynch International (please refer for more information to the Italian Prospectus-Informative note on the financial instruments, Paragraph 7.3) and vis-à-vis Fedone.

Brunello Cucinelli S.p.A. is an Italian maison operating in the absolute luxury goods sector which specializes in cashmere and has gradually become one of the most exclusive brands in the international informal luxury prêt-à-porter sector.

Brunello Cucinelli, founded in 1978 by the stylist and entrepreneur of the same name, posted a net turnover of € 279.3 million in 2012 (+15.1% compared to the previous year), of which around 75.4% was earned overseas, and a normalized EBITDA of € 49.1 million (up by 22.3% compared to the previous year), and has over 800 employees.

The Group operates in more than 50 countries worldwide through a network of more than 80 monobrand stores and boutiques located in the world's leading capitals and cities (Milan, Rome, Venice, Paris, London, Madrid, Barcelona, Berlin, New York, Los Angeles, Miami, Chicago, Mexico City, Moscow, Tokyo, Hong Kong, Shanghai and Beijing) and in the most exclusive resorts (such as Capri, St. Tropez, Porto Cervo, Cannes, Cortina, St. Moritz, Sylt, East Hampton and Aspen), and has a significant presence in around 1,000 doors, including the top luxury department stores.

The success of Brunello Cucinelli S.p.A. is rooted in a "Made in Italy" culture consisting of high-quality, craft-based, exclusive, contemporary products, with business since the company's foundation being conducted in the mediaeval hamlet of Solomeo, lying on the outskirts of Perugia.



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