



BRUNELLO CUCINELLI

PRESS RELEASE

Casa di Moda Brunello Cucinelli Firmly Confirms

Full Compliance with EU Regulations Regarding Operations in the Russian Market

Solomeo, 25 September 2025 – In response to reports circulated this morning by press agencies, we wish to clarify the following:

- At the onset of the conflict, we chose to maintain our local structure unchanged, continuing to ensure full salaries for employees and salespeople and honouring lease contracts, as we have always done worldwide, even in extraordinary circumstances.
- Currently, our staff provides, upon request from end customers, an assistance service within our showroom. The products used are those legally shipped to Russia within the limits set by the European Union, along with the residual inventory delivered prior to the introduction of sanctions. This enables us to locally generate the resources needed to sustain salaries and rents.
- The spaces dedicated to our brand within larger multi-brand structures remain operational. With our wholesale partners, we operate in full compliance with EU regulations, supplying them only with the portion of the collection permitted within the established value limits.
- Inspections conducted by the Italian Customs Agency have confirmed full compliance with procedures, and no reports from foreign customs authorities have been received that could suggest any commercial triangulation.
- The share of the Russian market in our turnover has decreased by more than two-thirds compared to 2021, now accounting for approximately 2%.
- The value of exports to our Russian subsidiary has fallen from 16 million euros in 2021 to 5 million euros in 2024, figures that are available annually in our financial statements.

We believe these figures provide a clear and accurate perspective on this matter and rule out any speculation regarding the use of the Russian market to reduce stock or clear excess inventory.

The company is evaluating legal action to protect its reputation and the interests of all its stakeholders.

Brunello Cucinelli S.p.A. is an Italian Casa di Moda – founded in 1978 by the eponymous designer and entrepreneur and listed on the Milan Euronext Stock Exchange – and **creator of luxury goods**. Our Casa di Moda, long rooted in the **medieval hamlet of Solomeo**, is considered an authentic expression of the idea of “Humanistic Capitalism”, with the ability to reconcile constant, robust growth with an entrepreneurial philosophy that focuses on the major themes of “**Harmony with Creation**” and “**Human Sustainability**”.

A specialist in producing cashmere goods, the **brand** is considered one of the **most exclusive in chic prêt-à-porter** and has been acknowledged worldwide as an expression of everyday lifestyle. The combination of **modernity** and **craftsmanship, elegance** and **creativity, passion** and **human values** makes Brunello Cucinelli one of the most exclusive and admired **testaments to Italian taste** around the world, authentically interpreting the values of **tailoring** and advanced **craftsmanship** typical of **Made in Italy** and specific to the region of Umbria, skilfully combined with attentiveness to **innovation** and **contemporary style**.



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Through a **path of healthy, balanced and sustainable development**, the company's over-arching goal is to generate profits **ethically and harmoniously**, while respecting the moral and economic dignity of all its direct employees and all its collaborators.

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