

ALTAGAMMA: SERGE BRUNSCHWIG GIVEN NEW MANDATE FOR EDUCATION AND TALENT DEVELOPMENT

The president and CEO of FENDI will be responsible for the Foundation's projects devoted to developing human capital and talents

Milan, February 17th, 2023 - [Altagamma's new Board of Directors](#), appointed at the beginning of 2023 and in office for three years, has ruled to create the Foundation's first **transversal mandate**, which regards an area of key strategic importance for the Foundation and Italy's high-end brands.

Serge Brunschwig, President and CEO of Fendi and Board Member of Altagamma, has been appointed to oversee all the projects and activities related to **Human Capital and Talent Development**.

According to **Matteo Lunelli, Chairman of Altagamma**: "*Manufacturing talent and expertise are the cornerstone of Italian creative excellence. This unique heritage has to be safeguarded and passed down to future generations, inspiring young people and creating dedicated training programs. As a Board Member Serge Brunschwig has always displayed a keen awareness of these issues and great insight into the challenges involved. The hard work and dedication we know he will generously devote to this mandate will be crucial when it comes to advocating for these issues on an institutional level and raising awareness among families and young people of these rewarding career paths.*"

For the three-year period 2023-2025, Serge Brunschwig will – among other things - supervise the activities involved in valorizing and promoting manufacturing jobs, including the [Adopt a School](#) Project, launched in 2021 in collaboration with the Ministry of Education and now involving 26 Altagamma Members. As part of supporting the development of entrepreneurial talent, the mandate also includes coordinating the [Altagamma Young Business Award](#) - now in its eighth year - which involves a mentorship program designed to support young Italian cultural and creative enterprises in the Foundation's sectors.

*"I am delighted to receive this mandate", commented **Serge Brunschwig, President and CEO of Fendi and Board Member of Altagamma**, "because I believe that people are our greatest asset, and that is why both FENDI and Altagamma are deeply committed to creating special initiatives and projects to foster the development and transmission of know-how from one generation to the next. We want to promote craftsmanship jobs in the luxury sector, and show the new generations that they represent a genuine career opportunity. The Italian workshops and ateliers that work with us are the driving force of Italian-made excellence, and we are proud to train and empower new artisans who will help safeguard Italian savoir-faire".*

ABOUT FENDI

The house of FENDI was established by Adele and Edoardo Fendi in Rome in 1925. The opening of the first FENDI boutique – a handbag shop and fur workshop followed. Soon winning international acclaim, FENDI emerged as a brand renowned for its elegance, craftsmanship, innovation and style. The collaboration with the late Karl Lagerfeld began back in 1965 and lasted 54 years, in 1992 Silvia Venturini Fendi seconded him in the Artistic Direction. In 1994 she is given responsibility of Leather Goods Accessories and then the direction of the Menswear line. In 2000 the LVMH Group acquires FENDI becoming in 2001 its majority shareholder. In September 2020 Kim Jones is appointed Artistic Director of Couture and Womenswear, while Delfina Delettrez Fendi, fourth generation of the Fendi family, joins the Maison as Artistic Director of Jewelry. Today FENDI is synonymous with quality, tradition, experimentation and creativity.
www.fendi.com
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FONDAZIONE ALTAGAMMA – www.altagamma.it

Founded in 1992, Altagamma gathers the leading companies in Italy's high end cultural and creative industries, global ambassadors of the country's excellences, lifestyle and unique identity. Standing out for its transversal approach, Altagamma represents 112 brands in seven industries: fashion, design, jewelry, food, hospitality, automotive and yachts. Altagamma's mission is to contribute to the growth and competitiveness of Italy's cultural and creative sector, thus also boosting the country's economy. The high end sector in Italy is

FENDI
ROMA



worth around 144 billion euros, 7.4% of GDP. Exports account for 50% of that figure. Directly and indirectly, the sector employs 1,922,000 people.

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