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Vedi allegato



## BRUNELLO CUCINELLI

### Press Release

#### CASA DI MODA BRUNELLO CUCINELLI: Year-End update

- FY 2025 is proving to be a record year for us, both in terms of numbers and brand image. Excellent sales throughout the year allow us to envision a revenue increase at constant exchange rates between +11% and +12% higher than our expectations at the beginning of the year, with growth at current exchange rates around +10%.
- The fourth quarter promises to be very, very positive, with truly pleasing feedback on the styling and expected double-digit growth at constant exchange rates, in line with the trend of the third quarter, despite a more significant comparison base
- The Fall/Winter 2026 Women's pre-collection was presented in November to our multibrand clients, receiving particularly flattering feedback, and to the managers of our monobrand boutiques, with equally extremely positive comments. The collection was judged to be highly innovative, with a high degree of creativity and innovation. All of this follows the significant volume of orders already in our portfolio for the Spring/Summer 2026 season.
- We therefore confirm a projected revenue growth of around +10% for the year 2026.
- FY 2025 represents a year of reaping great rewards in terms of image for both our Casa di Moda and for Brunello Cucinelli himself and his family.
- In April, Brunello Cucinelli received an Honorary Doctorate in Architecture from the University of Campania "Luigi Vanvitelli."
- In September, Carolina Cucinelli was included by the prestigious magazine WWD in the list of "50 Women in Power 2025" in fashion and retail.
- In the first days of November, our CEO Riccardo Stefanelli was included by TIME in the "TIME 100 CLIMATE 2025" list as one of the most influential international leaders in action against climate change.
- On December 1st, the very important ribbon-cutting ceremony took place in London for the 26 windows that Harrods, the historic and fascinating English Department Store and global symbol of luxury, is dedicating to us until January 31<sup>st</sup>.
- On the evening of December 1st, Brunello Cucinelli was honored with the "*Outstanding Achievement Award*", a sort of global Oscar of fashion, by the British Fashion Council; an award previously received by Karl Lagerfeld, Ralph Lauren, Giorgio Armani, Miuccia Prada, and Tom Ford, among others.
- On December 4<sup>th</sup>, the world premiere of the film directed by Giuseppe Tornatore with music by Nicola Piovani, "Brunello: the gracious visionary" was staged in Rome at Cinecittà, attended by over 1,000 guests from all over the world.
- Mid-January 2026 is scheduled the launch of the new AI-based e-commerce site, which our friends in Silicon Valley consider a "true invention."



## BRUNELLO CUCINELLI

**Brunello Cucinelli**, Executive Chairman and Creative Director of the Casa di Moda commented:

*“As 2025 draws to a close, we can look back on a year of excellent results, in terms of revenue, profits and a great image for the brand.*

*This past year has been exceptionally generous to us, offering many blessings: as a company and as individuals, we have received a series of truly special recognitions that have filled us with joy and optimism for the years ahead.*

*Our **gentle luxury** has been recognised as a model of creativity through the prestigious Outstanding Achievement Award, which I had the honour of receiving from the British Fashion Council.*

*A documentary-film — telling the story of my life — was brought to the screen with the masterful touch of **Giuseppe Tornatore**, who captured my lifelong vision and transformed it into poetry, beautifully accompanied by the moving score of **Nicola Piovani**.*

*My daughter **Carolina** was honoured by our friends at Women’s Wear Daily, who included her among the fifty “Women in Power 2025”, while “Time Magazine” recognised my esteemed CEO, **Riccardo Stefanelli**, as one of those who have had the greatest impact in addressing the challenges of climate change.*

*Knowing that all of this stems from our commitment to **humanistic capitalism** and **sustainable practices** fills us with immense pride and motivates us to continue our work with renewed energy.*

*Finally, and with great excitement, we are thrilled to announce that mid-January we will launch our new AI-powered e-commerce website, which our friends in Silicon Valley have described as a **genuine innovation**.*

*Concluding, with a strong Spring/Summer 2026 order book and excellent winter sell-out performance, we expect healthy revenue growth of around 10% for 2026”.*

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*Solomeo, 10 December 2025 - The Board of Directors of Brunello Cucinelli S.p.A. – a Casa di Moda operating in the luxury goods sector, listed on the Euronext Milan market – today commented on the year-end update.*

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In 2025, the Casa di Moda approached the year with the attentive and determined spirit that has always distinguished its journey, confirming the solidity of its positioning in the **highest luxury segment** and the strength of an offering capable of generating desire, engagement, and an **increasingly deep relationship** with the **final customer**.

The excellent results of 2025 took shape within a context characterized by a **market** that was perhaps less lively than expected overall, yet still **extremely receptive** at the **highest end of luxury** and towards **authentic** and **exclusive** offerings.

Added to this was the introduction of tariffs in the United States, which led us to adjust our price lists starting from the Fall/Winter 2025 season, without, however, observing any change in customer purchasing behavior or brand perception.

None of these events has impacted what our company considers its most precious asset: the **trust of customers** and all **stakeholders**, which has further **consolidated** in recent months, strengthening a bond founded on transparency, respect, and responsibility.



## BRUNELLO CUCINELLI

At the heart of these results lies the continuity of our corporate strategy, which confirms our place in the most exclusive sphere of luxury and maintains a solid balance in how we distribute our products.

Our **Retail channel** continues to see very interesting growth on a like-for-like basis, enhanced by the contribution of select new openings; meanwhile the **Wholesale channel**, instead, maintains a stable presence among the 400 most prestigious clients in the world — including Specialty Boutiques and Luxury Department Stores. Our offering remains focused, with approximately 85% dedicated to ready-to-wear and 15% accessories, maintaining a perfect harmony between men's and women's collections.

The central protagonists of our journey are **Human Resources**. In 2025, we welcomed over 200 new people, bringing with them skills, ideas, and fresh energy. Their presence is felt every day in our factories and boutiques, where the brand's vision takes shape and translates into a tangible experience for the client.

This is a particularly favourable moment for our Company. We are witnessing growing interest in the brand and our lifestyle, which is generating numerous **opportunities**. In the face of this, we believe it is essential to **guide our growth** by remaining true to our founding pillars: **exclusivity, quality, craftsmanship, and contemporaneity**.

Our focus on being contemporary is expressed not only in our **collections** but also in the evolution of our **boutiques**. These are conceived as welcoming spaces capable of offering a pleasant experience in harmony with the brand's values. The freshness of the new generations working in our stores helps make the brand's message even more vibrant, fostering a dialogue with an increasingly attentive and diverse clientele.

These elements represent the foundations upon which we estimate closing the year **2025** with revenue growth at constant exchange rates **between +11% and +12%**.

A particularly significant initiative marks the latter part of our 2025 journey: the window takeover at **Harrods** in London.

On December 1<sup>st</sup>, the ribbon was cut for this project, which sees our brand featured for two months in the 26 main windows of what is arguably one of the most prestigious luxury Department Stores in the world. The display features the winter collection until January 2<sup>nd</sup>, followed by the spring collection.

To complete the initiative with Harrods – near the main entrance - a large poster was installed at the end of November featuring the year's campaign image and promoting the international launch of the film dedicated to the life of Brunello Cucinelli.

The event takes on even greater symbolic value as it coincides with the prestigious **"Outstanding Achievement Award"** received by Brunello Cucinelli on December 1<sup>st</sup> from the British Fashion Council.

Finally, the Company looks with great emotion at the world premiere—held in Rome at Cinecittà on December 4<sup>th</sup> - of the documentary film on the life of Brunello Cucinelli, titled **"Brunello: the gracious visionary"**. This is considered the most powerful tool for authentically telling the story of the brand's universe of values.

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## BRUNELLO CUCINELLI

**FY 2025** marks a year of extraordinary significance for our **project regarding Made in Italy artisanal production**, seeing the completion, one year ahead of schedule, of the 2024-2026 three-year plan dedicated to strengthening our Made in Italy manufacturing.

The **doubling** of the **Solomeo factory** lies at the heart of this commitment: an investment that will allow us to operate with peace of mind until around 2035, ensuring continuity, quality, and adequate spaces for the growth of our artisans.

This project includes the completion of two new factories dedicated to outerwear, located in **Penne** and **Gubbio**, which further strengthen the Casa di Moda's ability to internally oversee the craftsmanship of this product category.

Thanks to this significant investment plan, the Company now considers itself ready to face the next ten years with solidity and vision, supported by a **highly solid production structure** capable of confidently accompanying the brand's future growth.

### The prestigious Outstanding Achievement Award

On December 1<sup>st</sup> at the Royal Albert Hall in London, Brunello Cucinelli received the prestigious **Outstanding Achievement Award**, recognized as a sort of "**global Oscar of fashion**."

In the past, similar recognition has been bestowed upon great figures such as Karl Lagerfeld, Ralph Lauren, Miuccia Prada, Giorgio Armani, Tommy Hilfiger, Yvon Chouinard, Valentino Garavani, and Tom Ford.

The Executive Committee of the British Fashion Council wrote, among other things, in their official citation: *"this recognition goes to Brunello Cucinelli for his exceptional contribution to the world of fashion, as a pioneer who has been able to combine luxury and design with a more responsible way of doing business."*

**Brunello Cucinelli** commented:

*«I am deeply honoured to be presented with this "global Oscar of fashion" from the British Fashion Council. Receiving it directly from the hands of a global movie icon like Sharon Stone makes it all the more meaningful. I like to think of it as a recognition not only of the creative work of our fashion house but also of the dedication and industrious spirit of all the "thinking souls" who are our valued collaborators. Today, I believe, a part of Italy itself is being celebrated – its creative genius, its love of beauty, and its unwavering commitment to excellence. I am profoundly grateful for such recognition. To the esteemed David Pemsel and Laura Weir, Chair and CEO of the British Fashion Council, and to all those who nurture this precious work of beauty, I extend my sincerest thanks. I wish to dedicate this prestigious award to all young people, whom I view as the sentinels of humanity and the guardians of our future: do not be afraid to pursue your dreams, replace fear with hope, and allow yourselves to be inspired by the stars. I am certain that the heavens will guide your path».*

### The documentary film "Brunello: the gracious visionary"

On **December 4<sup>th</sup>**, within the historic studios of Cinecittà in Rome, the Casa di Moda hosted the **world premiere** of the documentary film **"Brunello, il visionario garbato"** dedicated to the life, philosophy, and works of Brunello Cucinelli.

The presence of esteemed journalists, authoritative institutional representatives, international celebrities, and lifelong friends, combined with the warmth of the family, amplified the emotion of the evening, fostering a **profound sense of gratitude**.



## BRUNELLO CUCINELLI

These are the words of Brunello Cucinelli:

*«To me, it was an immense joy to once again watch the documentary film **Brunello: the Gracious Visionary** – which my highly esteemed Maestro Giuseppe Tornatore has so generously gifted us – in such a captivating setting as Teatro 22 at Cinecittà, together with the special people to whom I am bound by deep affection. The presence at the world première of so many respected journalists, authorities, international celebrities, and the warmth of my family and lifelong friends greatly amplified both the emotion and the profound sense of gratitude I carry within me. This poetic work has been further enriched by the music of an extraordinary artist particularly dear to me, Nicola Piovani, and I feel all the more honoured when I think of the creative genius of two Academy Award winners such as them, who embody the very best of our beloved Italy. I am immensely grateful to all those who made possible the dream of recounting my personal and professional story; a heartfelt thought goes to Antonio Saccone, President of Cinecittà, and to CEO Manuela Cacciamani, to whom we owe the beauty of this newly created theatre, and to my friend Paolo Del Brocco, CEO of Rai Cinema, whom I hold in great esteem and with whom I share a genuine love for things crafted with care and excellence. The tale so beautifully narrated in this documentary film is, at its core, a story of perseverance and passion, and for this reason I wish to dedicate it to all young people, so that they may always nurture their own dream of beauty without fear, for it is precisely from dreams that the true spiritual growth of the human being is born.»*

### The role of the family and the important recognitions

Brunello Cucinelli's family plays a **central role** in the life of the company, safeguarding its culture and the ideals of **Humanistic Capitalism** and **Human Sustainability**, while **caring for the territory** and the **Hamlet of Solomeo**.

His daughters, **Camilla** and **Carolina**, hold positions of primary importance: Camilla is responsible for women's products, while Carolina is engaged in both product development and the oversight of the institutional image.

The operational management of the Casa di Moda is entrusted to two young CEOs: Riccardo Stefanelli - a family member and Camilla's husband - and Luca Lisandrone, who brings strong experience gained in leading international entities.

Considering the significant role the family plays in guiding and guarding the identity of our Casa di Moda, the prestigious awards received in recent months are not only a source of personal pride but also confirm the high regard for the values that inspire our every action.

In early November, our CEO **Riccardo Stefanelli** travelled to Rio de Janeiro to accept a special award, having been included by TIME magazine in the prestigious "**TIME 100 Climate 2025**" list, dedicated each year to the most influential international leaders in the fight against climate change.

We welcome this news with deep gratitude, as it recognizes our company's commitment to making the values of Humanistic Capitalism and Human Sustainability tangible, orienting every choice towards a harmonious relationship with Creation.

Similarly, in September, **Carolina** was included by Women's Wear Daily among the "**50 Women in Power 2025**" in fashion and retail, receiving an invitation to speak at the New York Forum to share how her creative and human vision is inspiring new generations.

This recognition fills us with joy, as it testifies to how Carolina's contribution - together with Camilla's - combines innovation, research, and the deep care for human relationships that characterize the Casa di Moda.

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## BRUNELLO CUCINELLI

### The launch of the new AI-based e-commerce website

Mid-January 2026 will mark an extremely significant moment for our e-commerce, with the launch of a new project based on **artificial intelligence**, destined to completely transform the approach to our enterprise.

It is not simply a revamped website, but a digital environment that reasons, interprets the visitor's intent, and responds with an experience tailored to that individual, in that specific moment.

We realized this using **Callimacus**, the platform created by **Solomei AI**; it has been fascinating for us to work on this project, which represents a small demonstration of how technology can amplify human ingenuity rather than replace it. We truly feel we have created something genuinely new.

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### Our Expectations

Throughout the year, the Casa di Moda recorded **beautiful results** in all **quarters**, with excellent sales trends across all **geographies**.

The **fourth quarter** also promises to be **very, very positive**, supported by particularly pleasing feedback on styling and expected **double-digit growth at constant exchange rates** in line with the trend of the third quarter, which reported growth at constant exchange rates of +12.5%, despite a more challenging comparison base, particularly in the Retail channel, which grew by +10.5% in the third quarter of 2024 and by +15.5% in the fourth quarter of 2024.

The excellent sales recorded throughout the year therefore allow us to envision a **revenue increase at constant exchange rates** for **2025** between **+11% and +12%**, which is higher than our expectations at the beginning of the year, with growth at current exchange rates around +10%.

the increase in sales will be accompanied by **healthy** profit growth, with very solid margins.

Regarding the **fourth quarter**, we expect very positive results in the **Retail channel**, with significant double-digit growth, in line at constant exchange rates with the increase of the third quarter, supported by the rise on a like-for-like basis and the contribution of three new openings and three expansions.

Growth in the **Wholesale channel** in the second half was positive: delivery dynamics supported a more pronounced increase in the third quarter compared to the final part of the year, with a slightly positive performance expected in the fourth quarter.

**FY 2025** also represented a very important year for **investments**, with the completion, one year ahead of schedule, of the 2024-2026 three-year plan dedicated to **Made in Italy artisanal production**, allowing to work with **serenity** for the next 10 years.

The brand's beautiful reputation, combined with its exclusive positioning and growth prospects across all geographies and distribution channels, allows us to look to the future with great confidence and full awareness of the **opportunities** for the brand and the continued importance we place on managing growth.

All these elements therefore support the projection of **revenue growth of around 10% for 2026**.

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## BRUNELLO CUCINELLI

*Pursuant to and for the purposes of Article 154-bis(2) of Legislative Decree 58/1998, the Financial Reporting Officer, Dario Pipitone, hereby declares that the information contained in this press release corresponds to the documented results, as well as to the accounting books and records. It should be noted that the turnover figures in this press release have not been audited. This press release may contain forward-looking statements concerning future events and operating, economic and financial results of the Brunello Cucinelli S.p.A. Group. These forecasts have by their very nature a component of risk and uncertainty, as they depend on the occurrence of future events and developments.*

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Brunello Cucinelli S.p.A. is an Italian Casa di Moda founded in 1978 by the eponymous designer and entrepreneur and is listed on the medium and large companies stock exchange (MTA) of Borsa Italiana (now Euronext). Long rooted in the medieval Umbrian hamlet of Solomeo, the company is guided by an entrepreneurial philosophy that focuses on the major themes of "Harmony with Creation", respect for the dignity of every living being, and the pursuit of balanced growth in full accordance with the ethical values embodied in the founding principles of Humanistic Capitalism and Human Sustainability.

Initially specialising in the production of cashmere of the highest quality, the brand has expanded to include a lifestyle and ready-to-wear and casual chic offer, expressing a refined, discreet, yet versatile and everyday style. The collections seek to interpret the most authentic spirit of the Italian way of life, recreating with passion and ethics a taste perpetually balanced between elegance, creativity, contemporaneity and craftsmanship, one rooted in the values of tailoring and high craftsmanship peculiar to the Italian tradition and the Umbrian region, and deftly combined with an emphasis on innovation and contemporary style. Through a path of healthy, fair and sustainable development, the company seeks to generate profits with integrity and harmony, while respecting the moral and economic dignity of the more than 3,300 people who work for our Group.

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### **Contacts: Investor Relations & Corporate Planning**

Pietro Arnaboldi

Brunello Cucinelli S.p.A.

Tel. 075/69.70.079

### **Media**

Maria Vittoria Mezzanotte

Brunello Cucinelli S.p.A.

Tel. 02/34.93.34.78

Corporate website: [www.brunellocucinelli.com](http://www.brunellocucinelli.com)

