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BRUNELLO CUCINELLI

9M 2026 Revenues



October 15th, 2026

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Brunello Cucinelli

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

"The first nine months of 2026 closed with revenue up 13.3% at constant exchange rates, a result we find particularly interesting.

We believe that the brand's image around the world reflects what we have always aspired to: a belief in ***absolute luxury****, without logo. We think of a Brand that stands for authenticity, style, familiarity and simplicity, where* ***the product*** *is the fruit of exceptional craftsmanship, quality, creativity, with a contemporary sensibility and a strong sense of exclusivity — the latter being of paramount importance to us. We also feel that ours is not a mass-market renown. The family's stewardship of the Brand allows us to take a longer-term view, with the enduring hope of maintaining a sound and well-earned reputation and ensuring that the Brand continues to thrive for decades to come.*

In light of these considerations, and as the year draws to a close, we expect healthy revenue growth of around 12% at constant exchange rates in 2026, together with a sound level of profitability.

Following the ***excellent performance*** *of our Spring-Summer 2027 Menswear and Womenswear collections, and the highly favourable reviews from the press during Milan Fashion Week last September, we envisage healthy growth of around 10% for 2027 as well."*

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9M 2026 Revenues - Highlights

- The first nine months of the year closed with very, very positive results, which allow us to revise our 2026 estimates further upwards, from an expected +10-11% to a forecast revenue growth of +12% at constant exchange rates
- Revenues of €1,123.6 million, up +13.3% at constant exchange rates (+10.2% at current exchange rates). Third-quarter revenues of €374.2 million, up +13.5% at constant exchange rates
- The Retail channel, with revenues of €741.0 million, recorded an increase of +19% at constant exchange rates. Growth was significant in every quarter of the year (+17% at constant exchange rates in the third quarter), with double-digit increases across all geographies
- The Wholesale channel, with sales of €382.6 million, confirmed a very solid result: +4% at constant exchange rates as of 30 September 2026 (+7% at constant exchange rates in the third quarter)
- Very positive performance across all geographical areas: sales at constant exchange rates rose +20% in the Americas, +7% in Europe and +14% in Asia, with a significant contribution from China

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9M 2026 Revenues - Highlights

- Very positive sales of the Fall-Winter 2026 Men's and Women's collections, currently in stores

- Spring-Summer 2027 collections: the Men's and Women's order intake campaigns have been completed, both with extremely positive results. We received particularly favourable comments from our sales teams, multi-brand clients and the international press, at Pitti Uomo last June and at the recent Milan Fashion Week for Women's

- Our positioning in absolute luxury and the beautiful atmosphere we continue to perceive around our brand allow us to look to 2027 with confidence as well, a year in which we expect healthy and balanced revenue growth of around +10%

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9M 2026 Revenues - Highlights

- Next week, in Tokyo, Shanghai and Hong Kong, the important premieres of the documentary film “BRUNELLO, il visionario garbato” will take place, following the great appreciation received in Rome, New York and Paris. On the occasion of the Shanghai event, we will also inaugurate our Casa Cucinelli, housed in a fascinating late nineteenth-century historic residence in the city.

- In early November, Solomeo will host the second edition of “La Paulée”, a prestigious biennial event that brings together some of the world’s most important wine and champagne producers and collectors. It is an event of great significance for us and for Solomeo, which will offer us the opportunity to welcome distinguished international guests and share with them the atmosphere and values that inspire our Borgo.

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Revenues Update



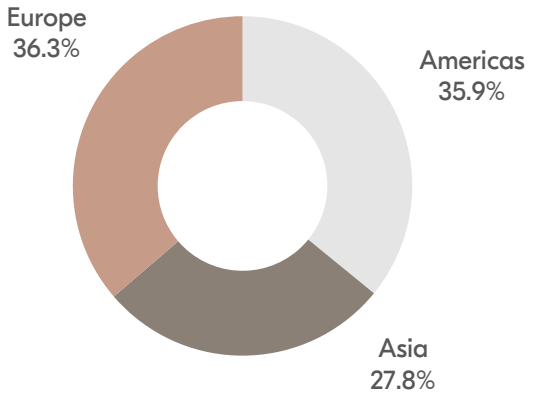


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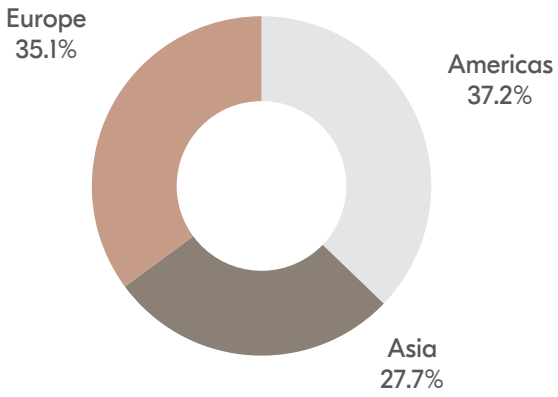
Revenues by Region

	9M 25	9M 26	YoY % Chg	CFX
Revenues	1,019.2	1,123.6	+10%	**+13%**
Europe	370.1	393.9	+6%	**+7%**
Americas	365.8	418.3	+14%	**+20%**
Asia	283.3	311.4	+10%	**+14%**

9M 25



9M 26



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Region Highlights

EUROPE

Growth driven by Retail, maintaining double-digit growth in the third quarter, consistent with the first-half trend

Local clients remain the key driver of quarterly results, supported by international tourism, particularly from top-end luxury clients

Wholesale also contributed to third-quarter growth, supported by Fall-Winter 2026 deliveries

AMERICAS

Americas maintain strong growth, with the third quarter confirming the positive first-half trend. Robust demand across major cities, key resorts and emerging centers

New openings in Nashville and Naples in the first half and San Diego in the third quarter support geographic expansion while preserving the brand's exclusive positioning

Wholesale remains positive, supported by Specialty Boutiques and leading Luxury Department Stores

ASIA

Asia: double-digit growth in every quarter, with the third quarter maintaining a pace in line with the second

China: Strong growth: demand favours exclusive ready-to-wear, with Brunello Cucinelli perceived as a young, fresh brand at the highest end of luxury

Japan delivered positive results, supported by local clients; solid third-quarter in Middle East in a context of seasonal softness in July and August, with the key trading season starting in September and extending into the fourth quarter



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Revenues by Channel

	9M 25	9M 26	YoY % Chg	CFX
Revenues	1,019.2	1,123.6	+10%	**+13%**
Retail Channel	645.8	741.0	+15%	**+19%**
Wholesale Channel	373.4	382.6	+2%	**+4%**

9M 25



9M 26



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Channel Highlights

RETAIL CHANNEL

Retail growth driven by strong organic performance and contributions from new retail spaces

Like-for-like sales maintained a solid trend in the third quarter, in line with the first half, supported by new clients and higher spending from existing clients

New openings, expansions and relocations contributed more significantly in the first half, with their impact gradually moderating in the second half as the comparison base normalizes

WHOLESALE CHANNEL

Wholesale performance in line with expectations, with third-quarter growth supported by Fall-Winter 2026 deliveries, positive sell-outs and Spring-Summer 2026 reassortments. High-quality multibrand partners remain key to brand longevity, ensuring selective distribution and consistent positioning across physical and digital channels

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Brand Highlights

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«Special» relationship with clients and «our» hospitality

Nurturing special relationships with our clients has always been at the heart of our growth and identity, and remains a key priority as we look to the future

Beyond our collections and boutiques, we value meaningful moments of connection and shared experiences that bring clients and friends closer to the Brunello Cucinelli world

Authentic Italian hospitality is central to our philosophy, creating welcoming environments where personal relationships can flourish naturally

Through Casa Cucinelli, cultural initiatives and special events, we share our lifestyle, philosophy and values, fostering lasting relationships built on trust and genuine human connection.

- Casa Cucinelli in Shanghai
- International premieres of documentary “Brunello, il visionario garbato”
- La Paulée in Solomeo







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The Opening of Casa Cucinelli Shanghai

Case Cucinelli embody our philosophy of authentic Italian hospitality, offering welcoming spaces that foster personal relationships and share our lifestyle and values. The opening of Casa Cucinelli Shanghai, in a prestigious historic residence, brings our international network to 10 Case Cucinelli worldwide







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Casa Cucinelli: authentic expression of the brand's Essence


Casa Cucinelli Solomeo


Casa Cucinelli New York


Casa Cucinelli Hong Kong

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Casa Cucinelli: authentic expression of the brand's Essence


Casa Cucinelli Milan


Casa Cucinelli Rome


Casa Cucinelli London

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Casa Cucinelli: authentic expression of the brand's Essence


Casa Cucinelli Paris


Casa Cucinelli Tokyo




Casa Cucinelli Los Angeles

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“BRUNELLO, il visionario garbato”: the premieres

Following the highly positive reception in Rome, New York and Paris, the documentary “Brunello, il visionario garbato” will premiere in Tokyo, Shanghai and Hong Kong next week.







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“La Paulée”: the second edition in Solomeo

La Paulée in Solomeo: The second edition of this prestigious biennial gathering will take place in early November 2026

The event will bring together some of the world’s most renowned wine and champagne producers and collectors

A special opportunity to welcome distinguished international guests to Solomeo, strengthening personal relationships through shared experiences

An occasion to experience the unique atmosphere, authentic Italian hospitality and values of our Borgo, reflecting the essence of the Brunello Cucinelli philosophy.



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Outlook



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Outlook

The very, very positive results of the first nine months of 2026 allow us to look to the final part of the year with great confidence. On this basis, we envisage ***for 2026 revenue growth of +12% at constant exchange rates*** *(with a negative currency impact of around two and a half percentage points), revising further upwards the +10-11% indicated in July and the +10% estimated at the beginning of the year*

In ***Retail****, for the last part of the year we expect the continuation of the beautiful growth in like-for-like sales, accompanied by a progressively more contained contribution from new spaces, consistent with the timing of the openings, expansions and relocations completed in 2026 and, above all, in the second half of 2025, whose contribution to growth was more significant in the first part of the year*

In support of our expectations, the first ***sell-out of the Fall-Winter 2026*** *collections shows very favourable feedback for both Men's and Women's, common to all product categories*

Alongside the Retail performance comes the ***solidity*** *we expect from the* ***Wholesale channel*** *in the last part of the year. Deliveries of the* ***Fall-Winter 2026*** *collections were very punctual and allowed our multi-brand clients to achieve an excellent start to sales, recording very interesting sell-out figures from the very first weeks of the new season*

Added to this is the excellent reception of the ***Spring-Summer 2027*** *collections, with the Men's and Women's order intake closed with very favourable results and great appreciation from the* ***international press*** *at the recent Milan Fashion Week*

These elements strengthen our confidence and give us good visibility on the start of next year, for which we confirm our expectation of ***revenue growth of +10% for 2027***

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Outlook

As we look to the future of our Casa di Moda, we believe it is just as important to keep nurturing the ***special relationship*** *with our clients that has always accompanied our growth, through moments of encounter, sharing and genuine hospitality*

Next week, in ***Tokyo****,* ***Shanghai*** *and* ***Hong Kong****, the premieres of the documentary film* ***"BRUNELLO, il visionario garbato"*** *will take place, following the great appreciation received in Rome, New York and Paris. On the occasion of the* ***Shanghai*** *event, we will also inaugurate our* ***Casa Cucinelli****, within one of the city's most prestigious historic residences*

Our ***Case Cucinelli****, now 10 around the world, represent for us special places of encounter and hospitality, in which to share with our guests the values, lifestyle and everyday life of our Casa di Moda, nurturing over time that human, authentic bond we consider an essential part of our way of understanding luxury*

The same spirit of hospitality and sharing will find expression in early November in Solomeo, on the occasion of the second edition of **"La Paulée***", a prestigious biennial event that will bring together some of the world's most important wine and champagne producers and collectors, together with clients and friends of the brand. It is an event of great significance for us and for Solomeo, which will offer us the opportunity to celebrate the end of the harvest and to share with distinguished international guests the atmosphere and values that inspire our Borgo.*

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Chiara Dorigotti	Independent Director
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