

# MONCLER

GROUP



## ROBERT TRIEFUS APPOINTED STONE ISLAND CHIEF EXECUTIVE OFFICER

Milan, 4 May 2023 – Moncler Group and Sportswear Company S.p.A., the company that develops, produces, and distributes the Stone Island brand, announce the appointment of Robert Triefus as Chief Executive Officer of Sportswear Company S.p.A., effective 1<sup>st</sup> June, 2023.

Triefus will report to the Board of Directors of Sportswear Company S.p.A. chaired by Carlo Rivetti.

“After a first phase during which the company has taken direct control of its most important markets while developing a strong Direct-to-Consumer culture, Robert will now be instrumental in driving the strategic development and resonance of the Stone Island brand worldwide, always capitalizing on its unique roots”, commented Remo Ruffini, Chairman and CEO of Moncler S.p.A.

Carlo Rivetti, Chairman of Sportswear Company S.p.A, said: “I am delighted that Robert will be joining the Stone Island family. I am convinced that his outstanding industry experience and deep knowledge of brand strategy, combined with the valuable contribution of the Stone Island team, will enable the brand to achieve its full potential. I look forward to working together to shape this next chapter of a brand with an extraordinary history and identity.”

### About Robert Triefus

Robert Triefus joins Stone Island from Gucci, where over 15 years he held roles of increasing responsibility on the company’s Executive Committee, most recently as CEO of Gucci Vault and Metaverse Ventures and Senior Executive Vice President, Corporate & Brand Strategy, prior to which he was Executive Vice President, Brand and Client Engagement. He also served on the Board of Directors of the Kering Foundation and was Chair of Gucci’s CHIME FOR CHANGE Advisory Board.

Before joining Gucci, Robert Triefus was Executive Vice President of Worldwide Communications at Giorgio Armani S.p.A. from 1999 to 2008 and Senior Vice President of Worldwide Communications for Calvin Klein, Inc. from 1994 to 1999.

# MONCLER

GROUP



## About Moncler Group

With its brands Moncler and Stone Island, the latter acquired in March 2021, Moncler Group represents the expression of a new concept of luxury. True to its philosophy "Beyond Fashion, Beyond Luxury", the Group strategy is centered on experience, a strong sense of purpose and belonging to a community while taking inspiration from the worlds of art, culture, music, and sports. Alongside supporting the individual brands through shared corporate services and knowledge, Moncler Group aims at maintaining its brands' strong independent identities based on authenticity, constant quest for uniqueness, and formidable ties with their consumer communities. Operating in all key international markets, the Group distributes its brands' collections in more than 70 countries through directly operated physical and digital stores as well as selected multi-brand doors, department stores and e-tailers.

## About Stone Island

A culture of research, experimentation, function and use are the basis of the matrix that has always defined Stone Island: a casual menswear brand, established in 1982, which has become a symbol of extreme research on fibres and textiles, through the continuous experimentation of dyes and treatments on the finished garment ("dyed garment"). Stone Island combines luxury, sportswear and streetwear, in a unique, recognizable and recognized way.

The brand became part of the Moncler Group in March 2021 and during fiscal year 2022 it generated €401m revenues, 63% through the wholesale channel and 37% through the DTC channel. By geography, 69% of 2022 revenues were generated in EMEA, 20% in Asia and 11% in Americas.

\*\*\*

## FOR ADDITIONAL INFORMATION:

### INVESTORS

Elena Mariani  
Moncler Group Strategic Planning and Investor Relations Director  
Tel. +39 02 42203560  
[investor.relations@moncler.com](mailto:investor.relations@moncler.com)

Alice Poggioli  
Moncler Group Investor Relations Senior Manager  
Tel. +39 02 42203658  
[investor.relations@moncler.com](mailto:investor.relations@moncler.com)

### MEDIA

Moncler Group Press Office  
Tel. +39 02 42203528  
[monclerpress@moncler.com](mailto:monclerpress@moncler.com)