

**PRESS RELEASE**

**PRADA GROUP ANNOUNCES APPOINTMENT OF CHRIS BUGG  
AS GROUP COMMUNICATION DIRECTOR**

**Milan, July 16<sup>th</sup> 2020** – The Prada Group announces Christopher Bugg has been appointed as Group Communication Director from July 2020.

In his role, Chris oversees Prada Group's communications strategy and communications across its brands. Chris's extensive experience in delivering communications strategies at global fashion houses will play an important role in accelerating Prada Group's digital transformation. Chris reports to Lorenzo Bertelli, Prada Group Head of Marketing.

Chris joined the Prada Group in January 2020 as Prada Marketing and Communication Director for Asia. Before, he was in Paris where he was the Global Digital Communication Director at Louis Vuitton. Prior to Louis Vuitton, Chris was based in New York where he most recently covered the role of Global Vice President of Digital Marketing for Calvin Klein. Chris has a BA in Marketing and Digital Communications attending the University of Evansville (USA) and the University of Cape Town (South Africa).

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**Prada Group**

Prada S.p.A. is a global leader in the luxury goods industry. The Group, which owns the Prada, Miu Miu, Church's and Car Shoe brands, produces and distributes luxury leather goods, footwear and apparel benefitting from a supply chain which includes 22 owned industrial sites. It also operates in the food sector with Marchesi 1824 and in the eyewear and fragrance industries under licensing agreements.

The Group employs nearly 14,000 people and its products are sold in 70 countries worldwide through 641 directly operated stores as of December 31, 2019 and in a selected network of multi-brand stores and department stores.

The Prada Group is synonymous with innovation, transformation and independence and it is committed to promote a business culture oriented towards sustainability. These principles offer its brands a shared vision in which they are able to express their essence.

The company is listed on the Hong Kong Stock Exchange as 1913.HK.