

**PRESS RELEASE**

**PRADA GROUP ACQUIRES 43.65% OF TANNERY SUPERIOR S.P.A.**

**Milan, September 15, 2022** - The Prada Group today announces the acquisition of 43.65 percent of the share capital of Superior S.p.A., a tannery in Santa Croce sull'Arno in the province of Pisa, Tuscany. The company, a leader in calfskin processing, has been active for more than 60 years in the Italian and international markets as a specialised tanner for the luxury sector.

Superior has recently focused its investments on process digitisation and a sustainable development plan centred on circular economy, energy efficiency and water resource protection.

Under the agreement, management responsibility will remain with Stefano Caponi, the current CEO.

Patrizio Bertelli, CEO of the Prada Group, said, *"The acquisition of a shareholding in Superior S.p.A. represents another important step in the strategic direction towards vertical integration of the Prada Group's supply chain, through investments in infrastructure and people, to increase our industrial know-how as well as control quality along all manufacturing stages. This venture will enable us to accelerate our progress on important issues such as traceability of raw materials and transparency of our supply chain."*

Stefano Caponi, Chief Executive Officer of Superior S.p.A. added: *"I have been on a long path with Superior that I consider virtuous, with the aim of increasing our environmental sustainability, whether through process or product sustainability. All with the intention of improving our production activities first, then studying technical and process improvements, with the ultimate goal of providing customers with products of excellence. Therefore, achieving Made in Italy to the highest degree, but in a more sustainable way and with the lowest possible environmental impact. My vision as an entrepreneur has been to find a balance between medium- and long-term benefits, guaranteed by industrial innovation and energy efficiency projects, with targeted investments that can be implemented immediately. This agreement with the Prada Group, which contributes to this vision, is a source of great pride and satisfaction for me."*

**For further information:**

**Prada Group Press Office** [corporatepress@prada.com](mailto:corporatepress@prada.com)

# PRADA Group

## **Prada Group**

Pioneer of a dialogue with contemporary society across diverse cultural spheres and an influential leader in luxury fashion, Prada Group founds its identity on essential values such as creative independence, transformation and sustainable development, offering its brands a shared vision to interpret and express their spirit. The Group owns some of the world's most prestigious luxury brands, Prada, Miu Miu, Church's, Car Shoe, the historic Pasticceria Marchesi and Luna Rossa, and works constantly to enhance their value by increasing their visibility and appeal. The Group designs, manufactures and distributes ready-to-wear collections, leather goods and footwear in more than 70 countries through a network of 627 stores (at June 30<sup>th</sup> 2022) as well as e-commerce channels, selected e-tailers and department stores around the world. The Group, which also operates in the eyewear and fragrances sector through licensing agreements, has 23 owned factories and more than thirteen thousand employees.

[www.pradagroup.com](http://www.pradagroup.com)

## **Superior S.p.A.**

Founded in 1962 and led by Mr. Stefano Caponi, Superior is a Tuscan company that operates in the leather luxury sector based in Santa Croce sull'Arno. Always attentive to the conformity of its products and the needs of its customers, in recent years Superior has extended this responsibility to the community in which it operates by attaining certifications in the important areas of quality, ethical and environmental action. This has been possible due to new specialised professionals and a collaboration with La Normale di Pisa, with which the company is working on identifying new sustainable paths to ensure it is among the best in its sector. Continuously striving for improvement is a real strength of the company and the Quality, Ethics, Environmental and Sustainability certifications are the formal recognition of a constant, strong, determined and shared commitment. As of January 2022, Superior is the first tannery in the world to be certified Carbon Neutral, in line with the Sustainable Development Goals (SDGs) defined by the UN 2030 Agenda and the Paris Agreement.

[www.superior.it](http://www.superior.it)