

MRS FERRETTI LEAVES THE CREATIVE DIRECTION OF THE ALBERTA FERRETTI BRAND

San Giovanni in Marignano, September 24, 2024. The Board of Directors of Aeffe Spa – a luxury company listed on the Euronext Star Segment of Euronext Milan Market of Borsa Italiana, operating in the prêt-à-porter and footwear and leather goods sectors with a portfolio of international brands, including Alberta Ferretti, Philosophy di Lorenzo Serafini, Moschino and Pollini – communicates Alberta Ferretti's decision to leave the Creative Direction of the brand she founded.

The Spring/Summer 2025 fashion show concludes the stylistic journey of the Italian designer, protagonist of an entrepreneurial and creative adventure that began in 1980.

"43 years have passed since my first fashion show. The enthusiasm and passion I have towards my work and towards fashion are unchanged, but I believe that at this point of my career it is a right and conscious choice to pave the way for a new creative chapter for the brand I founded and which will continue to bear my name" declares Alberta Ferretti. *"I am happy and proud to leave to who will succeed me a legacy of elegance, femininity and concreteness. I believe that the Alberta Ferretti brand will continue to be a point of reference for all those women who love everything that is sophisticated, refined and of great quality."*

Alberta Ferretti, who will retain her role as Vice President of Aeffe S.p.A., will announce the name of the person chosen to succeed her as Creative Director of the Alberta Ferretti brand in the coming months.

Having taken note of Mrs. Ferretti's decision, Aeffe will proceed with a careful and in-depth analysis of the roles and functions of the various departments, with the aim of internally reorganizing its human resources in order to guarantee ever greater efficiency.

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