



Designed as an iconic fragrance megabrand, **Gucci Guilty** will continue to build Gucci's presence as a leader in luxury fragrances and will attract new, younger consumers to the Gucci brand. Gucci Guilty leverages the most renowned of all Gucci icons: the interlocking GG. The iconic packaging, the refined and sensual scent, and a breakthrough communication platform represent an irresistible combination for trend-setting consumers who prefer life on the edge.

This fragrance is for modern-minded consumers who appreciate being noticed for their cool appeal.

- The sophisticated, elegant bottle combines sensuality, power and allure to perfectly fit the character of our Gucci Guilty consumer. Gucci Guilty is an unapologetic statement for people who push their own boundaries and indulge in moments of "guilty pleasures."

latest innovations

GUCCI GUILTY

About Gucci Guilty:

- Gucci Guilty for Women has an oriental touch, with the richness of amber and fresh femininity of lilac.
- The bottle's sensual fusion of glass and metal celebrates the interlocking GG icon – an authentic mark of luxury and world-renowned symbol of sex appeal and status.
- The fragrance will be launched with interactive, new-to-the-category advertising and PR support, executed across different media, leveraging numerous celebrity assets, and talking to target consumers where they're most receptive.

Availability:

Gucci Guilty for Women will launch globally in mid-September 2010. The line-up will consist of an Eau de Toilette and new "iconic" ancillary products (body massage oil, body shimmering powder, body souffle) intended to generate media attention and facilitate ongoing support for the brand.

For more information visit www.gucciparfums.com

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