

PRESS RELEASE

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KERING AND 0-93. LAB JOIN FORCES TO SUPPORT THE EMERGENCE OF THE NEXT GENERATION OF CREATIVES IN SEINE-SAINT-DENIS

As one of 0-93. Lab's main partners, Kering supports the opening of a unique space designed to introduce young generations to fashion and visual arts careers. The Group also fosters connections between the young talent supported by 0-93. Lab and its employees, through mentoring programs as well as workshops with the creative teams of its Houses.



Left photo: Visit of the Bourse de Commerce – Pinault Collection, July 8th 2024 © Philippe Dureuil / Center and right: © Bastien J. Laurent

Kering and 0-93. Lab, a non-profit cultural initiative, have signed a partnership with the shared goal of creating bridges between young creatives in the Greater Paris area and the Luxury industry. Founded in 2019 by designer Bastien J. Laurent, 0-93. Lab aims at making the practice of fashion design and visual arts more accessible. Over the last five years, the organization has offered free workshops and cultural events to inspire, train and empower the next generation of creatives in Aulnay-sous-Bois and neighboring cities.

To support its development and new programming, 0-93. Lab, thanks to Kering's support, will soon open a 325m² space fully equipped for creative practices such as sewing, dyeing, screen printing, embroidery, photography and filmmaking. Located in the Cité des 3000 district of Aulnay-sous-Bois, this inclusive venue is designed to introduce local youth to careers in fashion, prepare them to join art and design schools and support them in their personal and professional creative projects.



Kering and 0-93. Lab have recently completed a six-month mentoring program in which Kering leaders engaged and shared their experiences with young creatives. As another concrete example of this partnership, in July 2024, attendees taking part in the 0-93. Lab project worked with Balenciaga fabrics to create costumes for the ballet Apaches, performed at the Opéra de Paris under the direction of choreographer Saïdo Lehlouh. In 2025, this partnership will take a new step forward with the launch of a workshop program directly connecting Balenciaga's creative teams with the young talents of 0-93. Lab.

"With the support of major players like Kering, we can help new generations of Greater Paris talent play a key role in the growth of France's creative industries. Kering's sincere and respectful approach truly values our identity as well as the hybrid and experimental nature of our project."

Bastien J. Laurent, Co-founder and Artistic Director, 0-93. Lab

"This partnership with 0-93. Lab embodies our sincere commitment to the transmission of know-how. By fostering mentorship for young talents, we encourage the emergence of a new creative generation, thereby contributing to the promotion of the unique craftsmanship within our industry."

Béatrice Lazat, Chief People Officer at Kering

About 0-93. Lab

0-93. Lab, a non-profit cultural organization founded by Bastien J. Laurent, aims to broaden access to fashion design and visual arts practices across Greater Paris. Originally from Aulnay-sous-Bois, Bastien J. Laurent is a designer, co-founder of the fashion brand ATELIER AVOC (A.A) and winner of the Creative Label Prize of the 2017 ANDAM Fashion Awards. In 2019, after a series of collections thematizing Greater Paris, he co-founded 0-93. Lab with Christopher Lila in their hometown to support new generations of creatives.

About Kering

A global Luxury group, Kering manages the development of a series of renowned Houses in Fashion, Leather Goods and Jewelry: Gucci, Saint Laurent, Bottega Veneta, Balenciaga, Alexander McQueen, Brioni, Boucheron, Pomellato, DoDo, Qeelin and Ginori 1735, as well as Kering Eyewear and Kering Beauté. By placing creativity at the heart of its strategy, Kering enables its Houses to set new limits in terms of their creative expression while crafting tomorrow's Luxury in a sustainable and responsible way.

Contacts

Press

Emilie Gargatte

+33 (0)1 45 64 61 20

emilie.gargatte@kering.com

Marie de Montreynaud

+33 (0)1 45 64 62 53

marie.demontreynaud@kering.com