

YVES SAINT LAURENT



FOR IMMEDIATE RELEASE

YVES SAINT LAURENT ANNOUNCES ITS PARTICIPATION IN PPR GROUP'S *HOME* PROJECT

April 2009, Paris — Yves Saint Laurent is pleased to announce that a limited edition collection of tee-shirts, tank tops and tote bags has been developed in organic cotton in recognition of the PPR group's *HOME* film project. The collection will debut in selected Yves Saint Laurent flagship boutiques exclusively in early June 2009.

The film *HOME* is a hymn to the Earth, an appeal for people to act intelligently and to better work out, analyze and understand our common history. *HOME* is a succession of aerial images that have been filmed in more than fifty countries around the world accompanied by a voice-over offering constructive hindsight into major environmental and social challenges facing our world. Directed by Yann Arthus-Bertrand and produced by Luc Besson (Elzévir Films and EuropaCorp), the film will be released worldwide on June 5, 2009 – World Environment Day – in cinemas, on television, DVD and the Internet. The aim of this simultaneous global broadcast is to enable as many people as possible to watch the film together. Its unique benefit will be to increase awareness of our profound responsibility towards the planet, with all profits donated to GoodPlanet.org.

GoodPlanet.org is a non-profit association created by Yann Arthus-Bertrand in 2005. The association develops numerous projects whose shared objective is to inform people about the different aspects of sustainable development and to request each and every person to think beyond the development of our planet – and to the future of its inhabitants.

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Yves Saint Laurent is one of the world's leading fashion brands. It designs, produces and distributes high-quality personal luxury goods, including ready-to-wear, handbags, luggage, small leather goods, shoes, timepieces, jewelry and eyewear. The company directly operates stores in major markets throughout the world and wholesales products through franchise stores and leading department and specialty stores. Yves Saint Laurent is part of Gucci Group, which is owned by PPR (Pinault-Printemps-Redoute), a leading European retail and luxury group. Shares in PPR are traded on the Euronext Paris (#121485, PRTP.PA, PPFPA).