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PRESS RELEASE

PPR and Redcats Group partners of the Ethical Fashion Show

PPR and Redcats Group are partners of the third edition of the Ethical Fashion Show. To mark the occasion, La Redoute, Redcats flagship brand is awarding a new prize entitled “Tackling ethical fashion with La Redoute” (*Entreprendre la mode éthique avec La Redoute*).

In line with its Corporate Social Responsibility policy, the PPR group has been a partner of the Ethical Fashion Show from the very start and is reaffirming its commitment for the third consecutive year.

By entering into this partnership, the Group is supporting designers' efforts as responsible businesses and promoting products which comply with environmental and social criteria.

Creation of the “Tackling ethical fashion with La Redoute” prize

To mark its first involvement with the Ethical Fashion Show, La Redoute, a Redcats Group brand, is awarding a special prize entitled “Tackling ethical fashion with La Redoute”. The winner of this prize will be given an opportunity to design an exclusive product to be distributed under its own name in the La Redoute collections, raising awareness of the designer among the brand's 13 million customers in France and internationally.

The prize will be awarded to a fashion designer, from France or any other country, who best represents the combination of “fashion”, “ethics” and “entrepreneurial spirit” and demonstrates a deep and long-term commitment to developing its business as an ethical fashion designer to a wide audience. La Redoute will market the winning designer's creation from the autumn-winter 2007/2008 season.

La Redoute is thus continuing to develop its role as a bridge between designers and the general public and reinforcing its commitment to fair trade.

The third Ethical Fashion Show will take place in Paris on 13, 14, 15 and 16 October 2006 (Tapis Rouge, 67 rue du Faubourg Saint Martin – 75010 Paris). For more information: www.ethicalfashionshow.com

CONTACTS

For PPR > Catherine Malek | cmalek@ppr.com | +33 (0)1 45 64 61 20
For Redcats > Christophe Dandoy | cdandoy@redcats.com | +33 (0)6 17 13 81 77
For La Redoute > Dany-Alix Rivaux | darivaux@redoute.fr | +33 (0)3 20 69 75 87

About PPR

PPR is a global player in Retail and Luxury Goods, with approximately 84,000 employees in 74 countries. Through its Retail businesses Redcats, Fnac, Conforama, Printemps and CFAO, and the Luxury brands of Gucci Group (Gucci, Bottega Veneta, Yves Saint Laurent, YSL Beauté, Balenciaga, Boucheron, Sergio Rossi, BEDAT & CO, Alexander McQueen and Stella McCartney), PPR generated sales of EUR 17.8 billion in 2005. PPR shares are listed on Euronext Paris (# 121485, PRTP.PA, PPF). For more information: www.ppr.com

About RedcatsGroup

Within the retail world of fashion and home furnishings, Redcats Group federates around a common business line, Home Shopping, 17 brands with strong identities, leaders in their respective markets in 28 countries. With a turnover of 4,37 billion euros of sales in 2005, Redcats network combines catalogues, e-commerce and stores. Redcats is a PPR Company. For any further information: www.redcats.com.

About La Redoute

La Redoute is a brand of Redcats Group. Number one in women ready-to-wear and home linen in France, La Redoute is distributed in 21 countries to more than 13 millions customers. La Redoute network combines catalogues, e-commerce and stores. For any further information : www.laredoute.com or <http://presse.laredoute.fr>