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HONORS AND AWARDS

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BRUNELLO CUCINELLI



### 1998

Honorary Academic Diploma from the “Pietro Vannucci”  
Fine Arts Academy.

Motivation: for his merits as a humanist entrepreneur, for his vocation as an entrepreneur and philosopher, for having set aside a percentage of his profits for cultural activities, and for having created an enlightened city in Solomeo, with an Academy, Gymnasium, and Theater.

### 2002

National conference on health and safety in the workplace – European Symposium. The Ministry of Health and ISPESL present Brunello Cucinelli Cashmere with the “Work Health Promotion” award for the collective efforts and commitment of entrepreneurs, workers, health services, and society to improve the health, psychological and physical wellbeing, and quality of life in workplaces.

### 2003

Accademia Biella Cultura presents Cucinelli with its “Homo Faber - Homo Poeticus” award in October. The award is assigned each year to an Italian industrialist who not only demonstrates outstanding entrepreneurial capabilities but is also a patron of the arts and the cultural world. The title of the award comes from a work by Senegal poet Léopold Sédar Senghor.

In the past, the award was assigned to Sergio Pininfarina (1984); Livio Garzanti (1985); Aldo Zegna (1986); Giulio Malgara (1987); Guido Alberti (1988); Achille Boroli (1989); Antonio Ratti (1990); Chiara Sogno Bucellati (1991); Giancarlo Ferretto (1992); Umberto Agnelli (1993); Achille Maramotti (1994); Alberto Pecci (1995); Pietro Marzotto (1996); Amedeo Lia (1997); Bruno Ceretto (1998); Luigi Abete (1999); Lorenzo Vallarino Gancia (2000); Innocenzo Cipolletta (2001); and Nino Cerruti (2002).

In 2003, Brunello Cucinelli also receives the prestigious “Best of the Best” award assigned to the world’s top companies.



November 2010: honorary degree in Communication Sciences and International Relations, Università degli Stranieri of Perugia

**2004**

*February*

The Perugia Chamber of Commerce presents its Merit Award in public recognition of the people who, with great professionalism and dedication, have worked to achieve the highest objectives of civil and cultural progress in Italy and abroad.

*June*

Brunello Cucinelli receives the “Premio Pitti Immagine Uomo” award in 2004 during the 66th edition of Pitti Uomo, the world’s most prestigious men’s fashion exhibition. Pitti awards Brunello Cucinelli and the Solomeo project for the “creative talent and quality of the collections combined with an extraordinary ability to valorize Italian production.” Robb Report, the prestigious luxury lifestyle magazine, awards Brunello Cucinelli the “Best of the Best” award for the second consecutive year with this motivation: “The best and most sophisticated designer in the cashmere sportswear sector.”

**2006**

In January, the editors-in-chief of Italy’s most important newspapers (Ferruccio De Bortoli of “Il Sole 24 Ore”, Paolo Mieli of “Il Corriere della Sera”, Vittorio Feltri of “Libero”, Giancarlo Mazzuca of “Il Quotidiano Nazionale”, Giovanni Morandi of “Il Giorno”, Giulio Anselmi of “La Stampa”, Gigi Bacialli of “Il Gazzettino”, Maurizio Belpietro of “Il Giornale” and Antonio Di Rosa of “La Gazzetta dello Sport”) give Brunello Cucinelli the “Il Campione” award. The award, conceived by Mario Furlan, intends to recognize people who have improved their professional and social environment and transmitted messages and values.

**2009**

*March 3*

At the “Milano Finanza Company Awards” of 2008, which celebrates companies and the protagonists of industry, commerce and services with the best performance, the group from Solomeo receives the “Creatori di Valore” [Creators of Value] award for the luxury goods sector.

*June*

For the 21<sup>st</sup> “Annual Best of the Best”, Cucinelli is voted the new leader of men’s sportswear. The prestigious “Robb Report”, the Bible of luxury and lifestyle, includes the Brunello Cucinelli men’s collection in its short list of the world’s most elite products.

After receiving his first “Best of the Best” award of 2004, Cucinelli -- called “the Italian designer able to reinterpret menswear through a bold combination of casual and elegant style,” -- receives his second award as the best and most sophisticated sportswear designer.

*June 6*

Brunello Cucinelli receives the “Imprenditore Olivettiano” award for having created and developed an Italian industrial group that is extremely successful on international markets and based on fundamental values such as respect for people, a pursuit of beauty in products, a love of Umbria and the environment, promotion of the arts, and a commitment to bring the hamlet Solomeo, near Perugia, back to life.

His entrepreneurial experience, which shows a great affinity for the values and experience of Adriano Olivetti even though the two never met, reveals the signs and clear traces of spiritual energy expressed by great Umbrian saints Francis of Assisi and Benedict of Norcia.

*September 19*

Recovery of the Italian economy largely depends on industry’s ability to increase international exports of goods and services with high added value.

To promote and reward Italian companies involved in this effort, “Capital” and “ItaliaOggi”, with the endorsement of the Ministry of Economic Development, assign the “Premio Export 2009” award to companies who were most successful in their sector during the three-year period 2006-2008. Brunello Cucinelli S.p.A. wins the award for the “textile, clothing and fashion” sector.

*November 19*

Brunello Cucinelli, President and CEO of Brunello Cucinelli S.p.A., is the Italian winner of the Ernst & Young “Entrepreneur of the Year” award. The jury assigns the award “for the constant pursuit of psychophysical wellbeing and quality of life in the workplace, for reclaiming and restoring historical landmarks, and for promoting education and culture.”



January 2010: Premio Leonardo Qualità Italia award

## 2010

### *January*

The Leonardo 2009 Awards are presented at a solemn ceremony held in the Quirinale, in the presence of Italian President Giorgio Napolitano, the Minister of Economic Development Claudio Scajola, the Deputy Minister of Economic Development Adolfo Urso, the President of Confindustria Emma Marcegaglia and the President of ICE Umberto Vattani.

The awards are assigned each year to illustrious Italians or foreigners who, through their activities, have given new luster to the prestigious image of Italy around the globe.

The committee, which is chaired by Luisa Todini, was established in 1993 by Sergio Pininfarina and Gianni Agnelli, Confindustria, ICE, and a group of entrepreneurs to promote and affirm Italian quality worldwide.

During the awards ceremony at the Quirinale, the coveted “Qualità Italia” awards are given to Anna Maria Artoni (Vice President, Artoni Group), Gian Domenico Auricchio (CEO, Gennaro Auricchio S.p.A.), Brunello Cucinelli (President, Brunello Cucinelli Group) and Davide Trevisani (President, Trevi Group), prestigious Italian entrepreneurs who led their company to success on international markets. Thanks to his philosophy of life and enterprise, Brunello Cucinelli has created one of the most internationally successful industrial groups based on fundamental values such as respect for people and the environment, a constant pursuit of beauty and excellence in products.

### *February*

Cucinelli receives the “Confindustria Awards for Excellence Andrea Pininfarina” 2010, for the Valorization of the Territory section, for his investments in the reclamation and restoration of the medieval hamlet of Solomeo and consequent investments in the theater situated in the same hamlet.

*May*

Cucinelli receives the “Forum Prize TextilWirtschaft” 2010, during the 52nd forum of “TextilWirtschaft”, the German magazine and fashion, at the prestigious Print Media Academy of the University of Heidelberg. The jury unanimously votes for the company in Solomeo for having achieved outstanding success on the international fashion scene.

*November*

The Università degli Stranieri in Perugia awards Cucinelli with an “honoris causa” honorary degree in Communication Sciences and International Relations. In the same month, he is made a Knight of Labor.

**2011**

*May*

The company receives the “Creatori di Valore” award for being most successful in the luxury fashion segment. In May, Cucinelli also receives the “Premio Guido Carli” award from Deputy Minister Gianni Letta for distinguishing himself as an entrepreneur-philosopher who bases his work on fundamental values of respect for people and the environment.



November 2010: Knight of Labor ceremony