

05/09/11

N°248

Pag.1

Financial Times UK

Diffusione 408.544

Brunello Cucinelli, Monografico



FINANCIAL TIMES

EUROPE Monday September 5 2011



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World Business Newspaper

News Briefing

Tanker groups warn over further failures
At least one leading oil tanker operator is likely to follow continuing industry groupings into bankruptcy, top officials in the industry say, as the sector is hit by oversupply. Page 25

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Turkey PM in Gaza trip
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Urban relocation projects and evictions in China have long sparked anger. In the same boom-bust economy, Beijing, unaccustomed to its challenges, is facing a wave of power. Page 4; letters, Page 5

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Germany's data protection authority has issued a notice to the UK's Serious Fraud Office to examine as part of an assessment of possible international data protection risks. Page 15

Berlin move for EADS
Germany's government is preparing to take a stake in European aerospace company EADS, which is owned in part by Daimler's holding come forward. Page 15

Chocolate meltdown
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Risks link found

More than a third of experts surveyed believe there is a link between London's rise to the poorest fifth of the city's areas. Financial Times research found. www.ft.com/uk

Deadly Japan typhoon
Hundreds are missing or presumed dead after Typhoon Nesat left at least 30 people dead in Japan as the storm moved across the island country's western coast.

Separate section

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LIMITED 2011 No. 37/14

Printed in London, Liverpool, Dublin, Belfast, Finsbury, London, Birmingham, Manchester, New York, Chicago, Los Angeles, San Francisco, Madrid, Paris, Tokyo, Atlanta, Orlando, Washington DC, Amsterdam, Hong Kong, Singapore, Seoul, Abu Dhabi, Sydney



● US handed Islamist to Gaddafi in 2004 ● Ex-terror suspect now a rebel leader

UK aided rendition to Libya

Greece hits at critics over speed of reforms

By Kevin Hope in Athens,
Jonathon Chapple in Brussels
and James Wilson in Frankfurt

Greece's finance minister has staunchly defended his handling of the country's relations with international creditors, despite his critics of promoting "a mood of uncertainty and scaremongering".

Evaripes Venizelos said on Sunday Greece was accelerating implementation of structural reforms with the European Union and the International Monetary Fund, although he admitted it was not clear how this would be achieved.

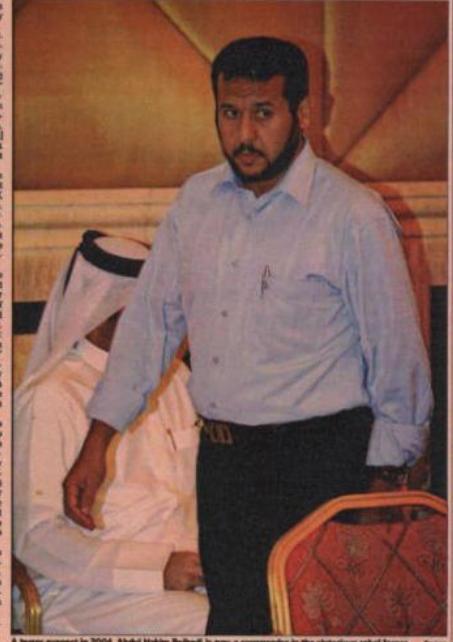
"We're doing this not because we want to do it, but because it has to happen now, as quickly as possible, for the sake of our creditors," Mr Venizelos said. He insisted that with the troika - experts from the EU, IMF and European Central Bank - in Athens, the work was done, although the troika's latest monitoring mission to Athens was immediately suspended on Friday for 24 hours.

Greek media reported at the weekend that the last technical mission from the troika - after consulting George Papandreou, the prime minister, to see what changes the government was not prepared to make budget cuts this year.

Unseen government documents in Greek, Germany, France, Italy and Spain will set out budget deficit targets, as a percentage of gross domestic product, according to both EU and Greek predictions.

The finance minister, who says he wants to be seen as a good administrator, faces mounting criticism from Syriza and Berlin over his handling of the economy. He has yet to put in place any of the structural measures agreed in June in a second memorandum of understanding package. Privately, EU officials in Brussels on Sunday argued that the troika's original deadline of October 10 had been breached. The ball was now in the Greek government's court.

Eurozone woes, Page 2
Wolfgang Schäuble, Page 9



A terror suspect in 2004, Abdul Hakim Belhadj is now a commander in the victorious rebel forces

Elite tax push fails



Calls by some members of the political elite to scrap inheritance tax have come as a bolt from the blue. But then "we're more" came to mind, given political and business leaders' lack of support. The partners reacted: raise top income tax rates.

But the idea of a wealth tax - even a modest one - was a non-starter.

Analysts say the proposal is likely to face fierce opposition from the US, in particular.

Read more: www.ft.com/elite-tax

Report, Page 5

Chinese consortium snapped up bulk of CCB stake sold by BofA

Beijing involvement in deal kept under wraps

By Henry Seager in Hong Kong

A Chinese consortium was the biggest buyer of the Cathay Construction Bank stakes that Bank of America sold over month, to seven local partners familiar with the deal.

The State Administration of Foreign Exchange, which oversees most of China's foreign exchange, bought the largest share of Cathay's shares.

Both sold 13.11% stakes in the Chinese bank to a consortium of six Chinese companies.

The Chinese government's investment comes as domestic bank shares are under pressure

due to big capital raising exercises. Beijing asked BofA to sell only half its holdings in CCB, which it had bought in 2007 to help the CCB state. Tennessee, the Singapore state investment fund, also joined in buying its stake in CCB.

A person close to BofA said more of the CSC stake would have made little difference. The bank's regional presence in China, however, could have been a factor.

China's local banks have risen 11 per cent in the past month. In August, CCB reported a 10.1% fall in net profit to Rmb10.6bn (£1.64 billion), a 31 per cent rise over the same period last year. China's largest bank, ICBC, which has raised 10 per cent from its highs earlier this year.

Chinese investment was led by a fund managed by a Shanghai-based firm which operates with great secrecy, worked with Hapo Capital, the Beijing investment firm established by Fang Fengjie.

The Chinese buyers joined with the sovereign investment funds of the Chinese central bank, the People's Bank of China, and the Chinese Investment Corporation.

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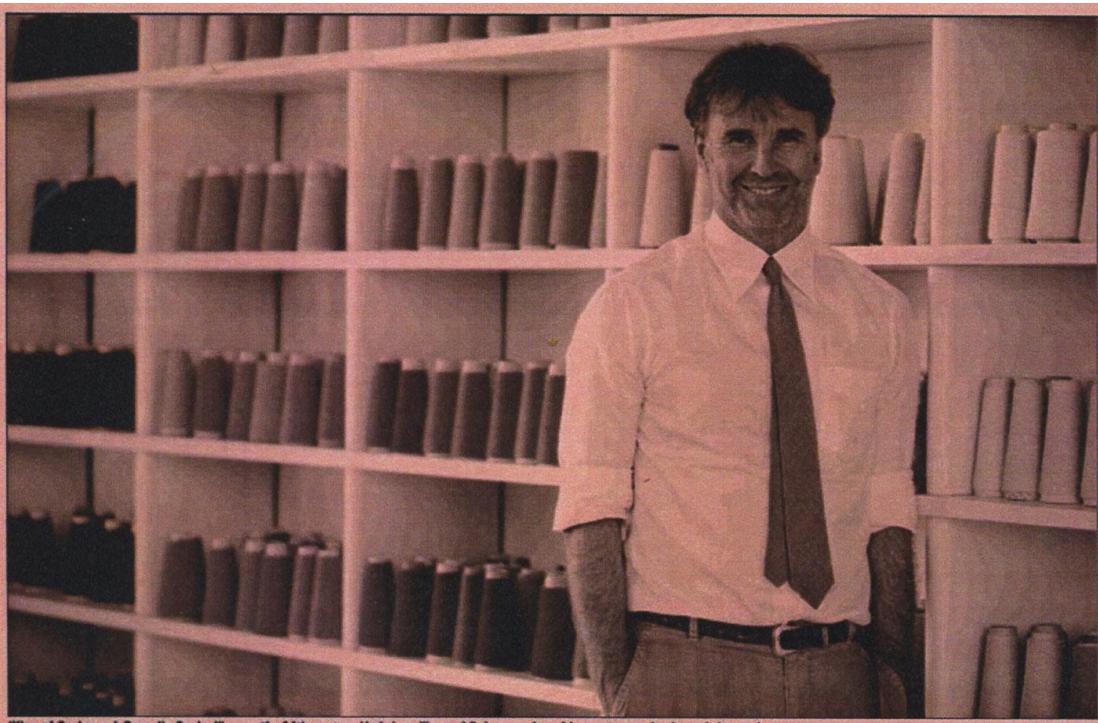
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Brunello Cucinelli, Monografico



'King of Cashmere': Brunello Cucinelli owns the 14th-century Umbrian village of Solomeo where his sportswear business is located

Alessia Pierdomenico

A philosophy that fits snugly

Monday interview

Brunello Cucinelli
Founder and CEO, Brunello Cucinelli

The Italian believes his
beneficent feudalism is
the best way forward for
luxury businesses, writes
Rachel Sanderson

It is 42 degrees centigrade outside and Brunello Cucinelli, Italy's self-styled "King of Cashmere", has just run up the stairs to his office in the Umbrian hills. He is having a busy day.

First he went to see the mayor of nearby Perugia to talk about donating €1m (£1.4m) to restore an Etruscan archway in the city. He then paid a visit to a local football team to give a pep talk before a game. Later he will throw a party in Solomeo, the 14th-century hilltop village he owns, where he and his employees live and work and which he has rebuilt, including its castle and amphitheatre.

"As Emperor Hadrian said: 'I feel responsible for the beauty of the world,'" Mr Cucinelli offers by way of explanation, rolling up the sleeve of his shirt – his own design – as he paces his all-white office looking for an air conditioner. "Or to quote Dostoyevsky," he reconsiders, "beauty will save the world."

In the realms of Italian entrepreneurship and luxury goods, Mr Cucinelli holds a special place. At 57, with sandy-coloured hair and a bouncy, athletic gait honed through daily yoga and football with friends, he has built a cashmere sportswear business with 55 stores on five continents and an annual turnover this year of €250m.

His own-name brand, sold in resorts such as Capri and Saint Tropez, is a favourite of investment bankers and C-suite managers who can afford the four-figure price tags on its cashmere sweaters and leather jackets.

That niche market has proved resilient to the economic turbulence. Annual revenues are forecast to be up 20 per cent this year, following a 30 per cent rise last year. Next spring

Mr Cucinelli wants to list a third of the business on the stock exchange in Milan.

The brand started in the Umbrian hills when Mr Cucinelli, the son of a rural labourer, decided to drop out of engineering school 30 years ago. He got a loan from his local bank to try his hand dyeing cashmere sweaters – for which Umbria was already well known – a bright rainbow of colours.

Since then he has built his business on a benevolent feudalism born of a self-taught interest in philosophy. He calls it "humanist capitalism" and believes unboundedly that it is "the only way" forward for modern businesses "as consumers want to know, or will want to know, that their goods are made humanely".

To elaborate, Mr Cucinelli pulls out a piece of paper as he sits down at his white desk in his all-white office in the highest tower of Solomeo.

To his right on the wall are portraits of European philosophers, Umbrian mystics and Barack Obama, the US president. On the bookshelves are the writings of Aristotle and Descartes. He starts to draw lines fanning outwards. "First, it is important to make a profit because there is nothing wrong with that and that is the purpose of a business. Secondly, to take some of that profit for myself and my family, because there is nothing wrong with making Brunello rich.

Thirdly, the profit must go to the workers to give their work dignity and lastly, profit must also go towards the local community, whether that may be a hospital, a theatre, a monastery." Mr Cucinelli looks up and grins, something he does a lot.

The evidence of Mr Cucinelli's belief can be seen all around in the hilltop village, bits of which he started buying 20 years ago when it was rundown and deserted to set about making it his headquarters.

His employees, who include most of the 500 inhabitants of the sun-kissed maze of streets, as well as families in nearby villages, earn higher than average wages. They do not clock in and out. Work ends promptly at 5pm. Lunch is three courses daily for €2.80 – including wine and olive oil from Mr Cucinelli's groves – cooked by those workers who are not

'For people to want to stay and work with me and build their skills, they have to be offered something more'

The CV

- Born: Castel Rigone, Umbria, 1953
- Education: Qualified surveyor; three years of an engineering degree in Perugia. Quit before graduating to become an entrepreneur. Holder of an honorary doctorate in Philosophy and Ethics from the University of Perugia
- Career: 1978 Starts business from novel idea of dyeing cashmere bright colours
- 1987 Solomeo becomes company headquarters
- 1996 Opens first store in the Sardinian resort town of Porto Cervo, followed soon afterwards by a second store on Capri
- 2002 Opens first store outside Italy in Saint Tropez, France
- 2006 Opens first US store on New York's Bleeker Street
- 2008 Completes restoration of Solomeo, including amphitheatre
- 2010 Receives Cavaliere del Lavoro award, Italy's top recognition, from the president of Italy
- Interests: Philosophy, Tibetan yoga, football



in the workrooms using magnifying glasses to sew buttons or stitch on lapels.

At Solomeo's centre, Mr Cucinelli lives in the main Villa Antinori, having precisely restored this and Solomeo's housing, shops and workrooms. Mr Cucinelli says he likes to think of it as a "principato illuminato", a phrase more typically used to describe a golden age of imperial Rome.

But just as was the case with industrial philanthropists in Victorian England, there is a business rationale. Mr Cucinelli realised earlier than many of his peers in the luxury goods industry that in order to continue to command stellar prices they would have to be rooted in artisanship. And artisanship needs artisans.

"In order for people to want to stay and work with me and build their skills, they have to be offered something more," Mr Cucinelli says. He also believes strongly that companies will be forced by their consumers and employees to be humane, and that pressure starts from the very rich who can most easily afford it.

"If you buy a sweater for €1,000 and you know that the funds you are paying are also going to help to build a hospital and a school, wouldn't you think better about it? If I know a product is made well I will buy. I don't want to buy something that has harmed anyone, this is my absolutely strongest belief, and I believe other people think this too. Or if they don't now, they will."

How many other people support his theory will in part be tested when Mr Cucinelli lists his business. "I want to list, I think that is the best way forward," Mr Cucinelli says. "I think businesses live longer that are on the stock market."

But will Solomeo's benevolent feudalism stand up to the rigours of quarterly reporting? Mr Cucinelli points out that selling luxury goods is also about selling a way of life.

He recounts an episode a few weeks earlier when a group of Chinese executives and their families came to visit Solomeo.

"They wanted to buy up everything," he says. "Not just the clothes – the theatre, the dining rooms, even the olive trees."

05/09/11

N°248

Pag.16

Financial Times UK

Diffusione 408.544

Ed Europe - Cucinelli in stake listing to fund growth

Brunello Cucinelli, Monografico



Cucinelli in stake listing to fund growth

GENERAL RETAILERS

By Rachel Sanderson
In Milan

Brunello Cucinelli, an Italian luxury cashmere retailer, has appointed bankers to list a third of the company on the Milan stock exchange early next year.

It is the latest move among Italy's privately owned luxury goods companies to seek extra funding to expand into Asia.

The company, which is based in a hilltop hamlet in Umbria, sells cashmere sweaters and leather jackets for upwards of €1,000 (\$1,420), mostly in Europe and North America, and has emerged as a leader in the luxury niche in the past

decade. The move by Mr Cucinelli follows the successful listing of Italian luxury goods companies Prada and Salvatore Ferragamo on the stock exchange this year and the sale of Moncler, a maker of pricey sportswear, to private equity as they raise funds to reach consumers in China and South America.

Brunello Cucinelli, who has masterminded the expansion of his eponymous company over the past three decades, said he wanted to list "around a third" of the business in order to raise funds to expand into Asia, Brazil and into perfumes and watches.

The business is almost equally split geographically

between Italy, the rest of Europe and North America. China accounts for just 2 per cent of sales.

Midiobanca and Bank of America Merrill Lynch have been appointed to handle the listing of as much as 35 per cent of the company, together with a small capital increase.

Cucinelli made a turnover of €200m in 2010, a yearly increase of 28 per cent. That is forecast to rise around 20 per cent this year to €245m, Mr Cucinelli, told the Financial Times. Pre-tax profit is expected to rise to €30m, up 65 per cent, a sign of the resilience of the spending of the wealthy even amid a pullback in consumer spending. In Italy, as opposed to France,

Europe's other fashion hub, many luxury goods companies including well-known names Armani, Dolce & Gabbana and Versace, have remained in private hands. Bankers say the pressure of requiring funds to expand, together with generational change is forcing them to consider sales.

Mr Cucinelli, 57, said he wanted to list because "I think the stock market helps companies to live longer".

Italy's stock exchange, Borsa Italiana, is also promoting itself as a destination for luxury goods as it is one of the largest untapped sectors in the Italian economy.

See Business Life