

GUCCI

DEMETRA FAQ

Why did Gucci choose the name Demetra?

Demetra was born out of Gucci's desire to explore and innovate materials for the future and encapsulates the House's quality and aesthetic standards. The codes of romance and beauty from Gucci's creative director Alessandro Michele are reflected in Demetra's name: inspired by Greek mythology and Demeter, the goddess of agriculture and new harvest, Demetra is in recognition of Gucci's new innovation and the material's plant-based foundation.

What is Demetra made of?

Demetra is animal-free and uses the same expertise and processes for tanning ensuring that the overall characteristics are of the highest quality, making it soft, durable, pliable and luxurious, with an eco-friendly ethos. Demetra is primarily plant-based from sustainable, renewable, and biobased sources, containing upwards to 77% plant-based raw materials. It is made of:

- Viscose, from sustainably managed forest sources
- Wood pulp compound, from sustainably managed forest sources
- Biobased polyurethane, from renewable sources
- Other compounds that are needed to guarantee quality and aesthetics have been kept at a bare minimum, whereby there is continuous research to replace them with more sustainable elements

What are all the sustainability elements for Demetra in relation to fabric and processes?

Demetra is produced with intentionally chosen raw materials and processes aiming for the lowest environmental impact, including:

Raw materials: animal-free and primarily made from sustainable, renewable and bio-based raw materials, equaling up to 77% plant-based:

- Viscose sourced from sustainably managed forest sources and the manufacturing process has a high rate of recovery of chemicals and the waste water is fully treated and purified
- Wood pulp compound from sustainably managed forest sources and created through a zero-scrap production process
- Biobased polyurethane from renewable sources: 100% GMO-free wheat and/or corn from Europe

Manufacturing process: efficient and minimizes waste, and adheres to Kering's Sustainability Standards:

- Made in Italy, Demetra’s manufacturing minimizes the unusable parts of the material and reduces waste from cutting
- The tannery adheres to the internationally recognized Environmental, Health & Safety ISO Standard and uses green electricity for its processes. The tanning process also does not use heavy metal and it is aligned with the Kering Manufacturing Restricted Substances List (<https://vendorportal.kering.com/attach/mrsl/MRSL.pdf>)
- As a next step to support a circular economy, Demetra scraps during manufacturing will be upcycled through an extension of its Gucci-Up program.
- As part of Gucci’s carbon neutral commitment, any remaining greenhouse gas emissions associated with Demetra are translated into protecting and restoring forests and biodiversity
- Gucci is conducting a third-party Life Cycle Assessment (LCA) to quantify the associated impacts on the environment throughout Demetra’s life cycle. The LCA will also allow Gucci to define its impacts (greenhouse gas emissions, water use, air and water pollution, waste and land use) based on Kering’s Environmental Profit and Loss methodology and compare Demetra with other materials. Gucci looks forward to sharing these findings.

Will Demetra replace leather at Gucci? How will it be used?

Demetra provides our clients with animal-free options and the new material will be incorporated across our collections – whether as entire products or as part of a product. Due to its versatility and quality, Demetra can be adopted for all categories of products, including footwear, accessories and handbags, and apparel. Demetra is another offering from Gucci and it will not replace leather.

How is Demetra different than other current materials innovation?

Gucci products with Demetra are available now and the material is being incorporated into collections. It is not just used in a product prototype, which is the case for many of the new materials coming to market or at early stages.

Demetra is versatile and suitable for a wide range of product categories. Unlike the majority of new materials being developed there are no impediments to scalability or limitations on volume, which often is a challenge for brands searching for scale and quantity. As one of the main benefits of Demetra, because it combines existing and widely available raw materials, with a tanning process that has already been used by the industry, it can be available quickly in large volumes and the quality of Demetra is at a very high level. This also addresses another challenge with new materials which is around timing rollouts and testing it the supply chain - and also pilot runs - to ensure technical viability and performance, as well as making sure it reflects the level of quality needed. This can take months and years to get to the necessary level for use by a brand and even after this time period and the financial commitment, often the pilot can reveal it is not viable for a brand to use in the end.

When will Gucci share Demetra with the fashion industry?

During the initial phase, Gucci will first offer Demetra to the brands under its parent company Kering and will then offer Demetra more widely to the industry from the beginning of 2022. One of the benefits of Demetra is the ability to customize the material

with exclusive finishing, so as to meet the requirements of brand differentiation and also a brand's design codes.

Where is Demetra made?

Demetra is the result of 2-years of research and development with Gucci's own technicians and artisans. Demetra is Made in Italy at Gucci's factory Gruppo Colonna based in Tuscany. As a joint venture with Gucci since October 2019, the House owns 51% of Gruppo Colonna.

Has Demetra been patented?

Demetra patent and trademark applications have been filed.