

## Brunello Cucinelli

### Chairman and C.E.O., Brunello Cucinelli S.p.A.

Brunello Cucinelli is chairman and C.E.O. of Brunello Cucinelli S.p.A., an Italian fashion house active in the top-end luxury products sector and specializing in cashmere. Over the years, the company has become one of the most exclusive brands globally in the informal luxury ready-to-wear sector.

Mr. Cucinelli's lifelong dream has focused on making human work more humane, instilling a sense of moral and economic dignity in his work. His aim has always been to combine profit, gifts and stewardship to create a sort of "contemporary humanist capitalism."

Mr. Cucinelli is the recipient of myriad national and international honors and awards acknowledging his "neohumanistic capitalism." Among his distinguished accomplishments, he was appointed Cavaliere del Lavoro, or Knight of Industry, by the president of the Italian Republic, and the University of Perugia conferred upon him an honorary degree in philosophy and ethics of human relations. He was awarded the Global Economy Prize by the eminent Kiel Institute for the World Economy in Germany, with the noble mention that he "personifies perfectly the figure of the honorable merchant." Mr. Cucinelli was also appointed a Cavaliere di Gran Croce, or Knight Grand Cross of the Order of Merit of the Italian Republic.

