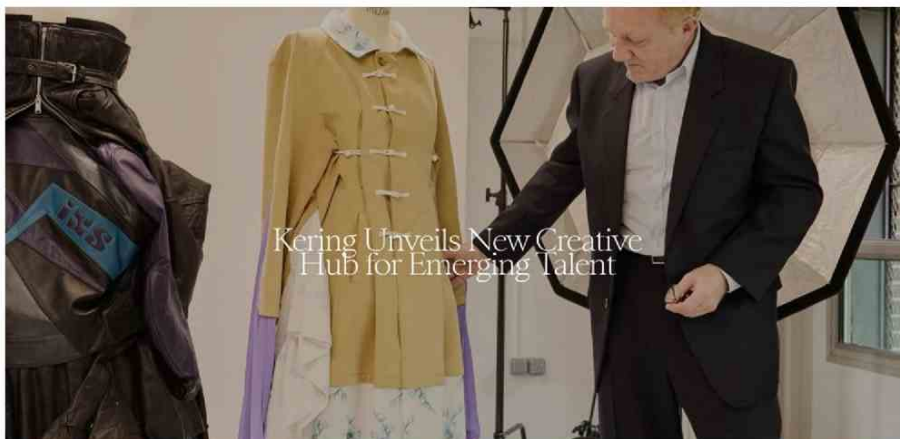




## Kering Unveils New Creative Hub for Emerging Talent

**The conglomerate expands its community outreach with a permanent space for youth-led creative development**



Kering CEO, François-Henri Pinault, officially inaugurated a new “Youth Creative Hub” in Aulnay-sous-Bois, on the outskirts of Paris. Backed by Kering, the facility is designed to engage local youth in fashion and visual arts, reinforcing their push toward inclusion and grassroots creative development.

The 3,500-square-foot facility is the result of Kering’s partnership with 0-93. Lab, a non-profit cultural initiative founded in 2019 by designer Bastien J. Laurent. The hub is designed to provide young individuals with access to resources and training in fashion design and visual arts, offering fully equipped spaces for practices such as sewing, dyeing, screen printing, embroidery, photography, and filmmaking.

This latest endeavor expands on Kering’s existing commitment to youth development and creative education. The partnership with 0-93. Lab is a direct continuation of efforts to bridge the gap between young creatives in the Greater Paris area and the luxury industry.

Last July, participants from 0-93. Lab worked with Balenciaga fabrics to create costumes for a ballet performed at the Opéra de Paris, highlighting the tangible link between the program and Kering’s luxury houses. 2025 is set to see a new workshop program directly connecting Balenciaga’s creative teams with 0-93. Lab’s young talents, offering direct mentorship and industry exposure.

Kering’s broader sustainability and social responsibility objectives are also seen through the inauguration of this creative space. The luxury group has a long-standing commitment to various educational initiatives, such as London College of Fashion’s Centre for Sustainable Fashion, and collaborations with institutions like Tsinghua University and Institut Français de la Mode for sustainable fashion courses. Programs like these collectively aim to empower young talents while integrating sustainability into future fashion practices.

With a focus on exposing local youth to fashion careers and supporting their creative endeavors, the new Paris hub represents a significant investment in community-based talent development. By providing accessible resources and direct industry connections, Kering aims to democratize access to the luxury fashion world while cultivating diverse perspectives. This involvement will foster new creative voices and could contribute to the future evolution of the Parisian fashion landscape.

