



Hackers steal customers' data from Gucci and Balenciaga

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Millions of personal records belonging to customers of Gucci, Balenciaga, Brioni and Alexander McQueen have been stolen by hackers.

The data, which includes names, contact details, addresses, birth dates, and purchase histories, was reported to have been taken during cyberattacks by the ShinyHunters group.

The French Kering group, which owns the brands, said that it discovered the breach in June and disclosed it to the authorities and notified customers. The Information Commissioner's Office said that it had not been informed of a breach.

Kering said that "no financial information — such as bank account numbers, credit card information, or government-issued identification numbers — was involved".

According to one report, ShinyHunters claimed to have stolen 56 million customer records in two attacks, one last year on Gucci and another in April this year on the other brands.

ShinyHunters was then reported to have conducted negotiations with Balenciaga for a ransom of €750,000 in bitcoin for return of the data, but the talks broke down, according to the website DataBreaches.net, which published purported transcripts of the talks. The Times asked Kering to verify the transcripts but did not receive a response.

A hacker from ShinyHunters told the BBC that the data related to 7.4 million unique email addresses.

The ShinyHunters, or ShinyCorp, cybercriminal group has been active since 2020 and recently claimed to have merged with the Scattered Spider group, creating a Telegram channel to promote their hacks.

Four people alleged to be part of the group were arrested in France in June. They were accused of hacking an electronics retailer, a telecoms company and the French Football Federation.

Ade Clewlow, senior adviser at the cyber security company NCC Group, said: "High-net-worth individuals face significant risk after Kering's data breach exposed detailed records of

Gucci, Balenciaga, and Alexander McQueen customers, including spend data. Customers should therefore be hyper-vigilant to phishing attempts seeking personal information, online credentials, or payment of any kind."

The hack follows attacks on other retailers and brands this year, including M&S, Co-Op, Harrods, Cartier and Louis Vuitton.

Kering said: "In June 2025, we identified that an unauthorised third party gained temporary access to our systems and accessed limited customer data from some of our houses. Our houses immediately disclosed the breach to the relevant authorities and notified customers." It said no financial information, such as bank account numbers or credit card information. "Appropriate actions have been taken to secure the affected systems and prevent such incidents in the future."

