

COMMERCE

Brunello Cucinelli hits highest-grossing quarter in company history

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The luxury brand looks to have effectively avoided last year's luxury sales slowdown, per a preliminary earnings release. Image courtesy of Saks

By LUXURY DAILY NEWS SERVICE

Italian fashion house Brunello Cucinelli is reporting on its fiscal success in FY23.

The luxury brand looks to have effectively avoided last year's luxury sales slowdown, per a preliminary earnings release. Annual revenues at Brunello Cucinelli reached 1.14 billion euros, or \$1.24 billion, in 2023, up 23.9 percent year-over-year at current exchange rates.

"Another year that we regard as particularly significant and noble for the brand has ended, with a 23.9 percent increase in turnover and, given the excellent quality of sales, we are expecting a very good profit," said **Brunello Cucinelli**, executive chairman and creative director of the house, in a statement.

"We are also honored by the image our Casa di Moda conveys to the world of luxury craftsmanship and lifestyle," Mr. Cucinelli said. "The great orders in our portfolio for the spring-summer 2024 collection and the excellent start of sales in our own boutiques and multibrand stores result in a most optimistic outlook for the first half of this year."

Forward motion

Brunello Cucinelli brought in revenues of 321 million euros, or \$350 million at current exchange, during the fourth quarter of 2023, representing an increase of 15.6 percent as compared to Q4 2022.

Executives call the three-month period ended Dec. 31, 2023, "the best result ever in absolute value" at the company.

With nearly one in every three purchases stemming from the region last year, sales in Asia grew considerably in 2023, up 40.4 percent year-over-year (y-o-y).

Anomalous growth in luxury's largest market follows: revenues in the Americas jumped 20.8 percent y-o-y in 2023. How was Brunello Cucinelli able to win over U.S. clients in a market where top consumers have been holding out on luxury buys?

Pointing toward promising spring/summer 2024 collection sell-out rates, the brand also notes that strategic partnerships with the likes of U.S. retailer Saks ([see story](#)) could be responsible for pushing shoppers toward checkout, both in its boutiques and online.



The visual takeover included an array of slow travel-themed window displays that host a capsule collection. Image courtesy of Saks

Elsewhere, at partner stores, transactions that took place in secondary cities at wholesalers such as multibrand and specialty shops “represented significant added value,” said the company.

Channel-by-channel, wholesale revenues increased 13.4 percent y-o-y globally. Brunello Cucinelli’s retail business grew 30.2 percent on the same basis.

By year’s end, the brand’s network includes 125 retail boutiques and 49 hard shops.

With a “best-of” quarter in the books, and other projects on the way eyeing the Italian town of Penne, Brunello Cucinelli is floating plans to build a new factory for the production of men’s outerwear and tailored suits, slating its opening for spring 2025 operational outlooks remain strong.

“In view of all this, we are confirming our great confidence for this year, where we envisage a gracious, comfortable and healthy growth of around 10 percent,” said Mr. Cucinelli, in a statement.

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