

COMMERCE

Brunello Cucinelli posts 9.2pc revenue growth in Q3

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Brunello Cucinelli Menswear Shop at Saks Fifth Avenue in New York City. Image courtesy of Saks

By LUXURY DAILY NEWS SERVICE

Italian fashion house Brunello Cucinelli is one of the few luxury players with positive year-over-year results for the third quarter.

For Q3, the brand is reporting a revenue growth of 9.2 percent y-o-y, garnering 300 million euros, or about \$325 million at current exchange. Strong performances across all regions drove Brunello Cucinelli's ability to scale.

"We are particularly pleased with the highly positive momentum our brand is currently enjoying from all perspectives," said Brunello Cucinelli, executive chairman and creative director of [Brunello Cucinelli](#), in a statement.

"We have always sought to build an authentic relationship with our esteemed clients, one that allows us to enhance and deepen the special connection that binds us, including through what we like to call artisan events," Mr. Cucinelli said. "We can clearly feel the genuine trust our clients place in our work."

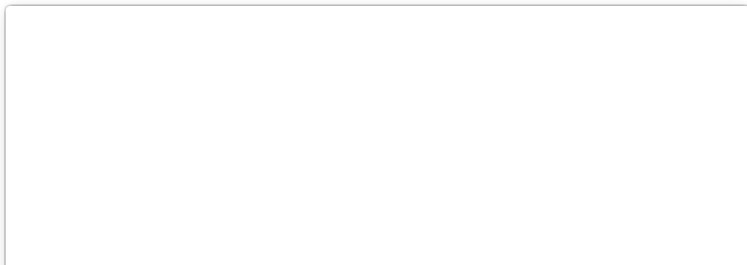
"The outstanding results from the first nine months of the year, the excellent sales of the fall-winter 2024 collections, and our ongoing commitment to garments of the highest craftsmanship allow us to confidently maintain our revenue growth forecast of approximately +10 percent for 2024."

Checking in on Cucinelli

In the first nine months of 2024, Brunello Cucinelli reached \$968 million in sales, up 12.4 percent y-o-y.

Sales in the Americas rose by 17.6 percent from the start of January to the end of September, while Europe grew by 8 percent and Asia saw a 12.2 percent increase during the period.

By channel, retail revenue climbed by 13.3 percent, bolstered by flagship store openings, while wholesale sales jumped 11 percent.



[View this post on Instagram](#)

A post shared by Brunello Cucinelli (@brunellocucinelli_brand)

On Sept. 30, 2024, the same day it released a moto-inspired capsule collection with U.S. retailer Neiman Marcus ([see story](#)), the company hosted a Gratitude Dinner at the Milan Stock Exchange to celebrate its 12-year listing anniversary.

"With the substantial orders already placed for the men's and women's spring-summer 2025 sales campaign, we can reaffirm our plans for healthy, sustainable growth, projecting a revenue increase of around 10 percent for both 2025 and 2026," Mr. Cucinelli said, in a statement.

"We see significant opportunities in the exclusive, true luxury market for our brand as well, driven by the appreciation for the style, exclusivity, and craftsmanship embodied by our collections."

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