C/2026/1006

23.2.2026

Final Report of the Hearing Officer [1]

Case AT.40840 – Gucci

(C/2026/1006)

(1) The draft decision addressed to Guccio Gucci S.p.A. and its parent company Kering S.A. (referred to jointly as "Gucci" in this report) relates to a single and continuous infringement of Article 101 TFEU and Article 53 of the EEA Agreement in the high-end fashion sector, through (a) the implementation of a company-wide resale price maintenance strategy vis-à-vis online and offline independent retailers, in the period from 30 April 2015 until 18 April 2023 and (b) the imposition of online sales restrictions concerning the so-called "Diana" handbag on retailers, in the period from 8 July 2021 until 31 December 2021.

(2) By decision of 4 July 2024, the Commission initiated proceedings pursuant to Article 11(6) of Regulation (EC) No 1/2003 and Article 2(1) of Commission Regulation (EC) No 773/2004 [2] in the present case.

(3) On […], after several rounds of exchanges with the Commission's Directorate-General for Competition, Gucci submitted a formal request to settle under the cooperation procedure (the "Submission"). The Submission contained:

— an acknowledgement, in clear and unequivocal terms, of Guccio Gucci S.p.A. and Kering S.A.'s joint and several liability for the infringement described in the Submission,

— an indication of the maximum fine that Gucci would accept in the context of the cooperation procedure,

— a statement that Gucci had been sufficiently informed of the objections the Commission envisaged raising against it and that it had been given sufficient opportunity to make its views known to the Commission during the preceding discussions,

— a statement that Gucci had access to the evidence supporting the objections and sufficient opportunity to have access to any other documents in the Commission's file, and that it did not envisage requesting further access to the documents in the file or to be heard again in the form of an oral hearing, unless the Commission's conclusions set out in the forthcoming statement of objections did not reflect the contents of the Submission, and

— Gucci's agreement to receive the statement of objections and the final decision pursuant to Articles 7 and 23 of Regulation No 1/2003 in English.

(4) On 3 July 2025, the Commission adopted a statement of objections addressed to Gucci. Gucci replied on 15 July 2025, confirming that the statement of objections corresponds to the contents of its Submission and reiterating its commitment to follow the cooperation procedure.

(5) The infringement found and the fine imposed in the draft decision correspond to those acknowledged and accepted in the Submission. The amount of the fine is reduced on the ground that Gucci has cooperated with the Commission in various ways.

(6) Gucci has not addressed any complaints or requests to me in relation to the present proceedings.

[1] Pursuant to Article 16 of Decision 2011/695/EU of the President of the European Commission of 13 October 2011 on the function and terms of reference of the hearing officer in certain competition proceedings (OJ L 275, 20.10.2011, p. 29).

[2] Commission Regulation (EC) No 773/2004 of 7 April 2004 relating to the conduct of proceedings by the Commission pursuant to Articles 81 and 82 of the EC Treaty (OJ L 123, 27.4.2004, p. 18).

(7) Pursuant to Article 16 of Decision 2011/695/EU, I have examined whether the draft decision deals only with objections in respect of which Gucci has been afforded the opportunity of making known its views. I conclude that it does.

(8) In view of the above, I consider that the effective exercise of procedural rights has been respected in this case.

Brussels, 13 October 2025

Dorothe DALHEIMER
Hearing Officer