

LEGAL

## EU regulators inspect Gucci headquarters in antitrust exercise

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*A number of luxury goods players based in Europe are facing inquiries concerning adherence to antitrust legislation. Image credit: Shutterstock*

By LUXURY DAILY NEWS SERVICE

Officials from the European Union's antitrust organization have confirmed that a visit was made to Italian fashion label **Gucci's** headquarters in Milan on Tuesday, April 18.

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Regulators, who declined to name other subjects of the investigation, have reportedly raided a number of fashion facilities across the continent as part of a luxury goods probe in Europe. Entities found in violation of European Commission trade policies could face fines as high as 10 percent of their global turnover the investigation, originally published exclusively by *Reuters*, is ongoing.

### Luxury responds to EU action

Regulatory actions currently hitting global luxury capitals result from a preliminary investigation enacted on behalf of the European Union (EU).

The Commission's inquiry spans numerous countries under its 27-nation jurisdiction and stems from concerns about the luxury sector's adherence to antitrust legislation, though the governing body has not yet detailed the specific countries or companies that regulators have, or plan to, investigate.

On Wednesday, April 19, a statement from Kering read that the Group is "fully cooperating with the Commission in the context of this investigation."

Established in 2016, the conglomerate's "Gucci Hub" space serves as a creative center for the brand, housing offices, workshops, showrooms and more. The location joins other unnamed sites and companies that are under fire due to allegations of anti-competitive practices.



*The organization has not yet detailed the specific countries or companies that regulators have or plan to investigate. Image credit: Gucci*

In a statement from the [European Commission](#), officials report having sent "formal requests" to other businesses operating within the sector to provide any information they may have on the subject.

The same statement conveys suspicions that unspecified companies are violating Article 101 of the Treaty on the Functioning of the European Union and Article 53 of the European Economic Area Agreement. Provisions ban attempts to impact trade conditions between member states.

The European Commission was joined by antitrust authorities from each respective nation in carrying out raids. Officials have stated that efforts are preliminary and based on suspected activities.

In 2020, ecommerce giant Alibaba faced antitrust investigations instigated by regulators in China, ultimately facing \$2.8 billion in penalties per a final verdict ([see story](#)).

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