



Past, present and future meet in the new collection of the Riri Group for the 2021 Spring-Summer season

*Four different moods in terms of inspiration, materials and colour palettes.
Riri invests in particular on outdoor items, without ever neglecting
sustainable innovation, also for the environment.*

Mendrisio, February 2020 – At **Première Vision Paris** (11 – 13 February) and **Munich Fabric Start** (4 – 6 February) there will be an official premiere of **new moods and new products for the 2021 Spring Summer collection of the Riri Group**, the brand which for over 80 years now has been designing **zips and buttons** for **high couture, sportswear** and **outdoor** items.

URBAN SAILOR On the side of performance

Performance, challenge and a sustainable approach: these are the keywords which will accompany the new collection of the Riri Group, designed and produced on purpose for the outdoor sector. The new items are painted bright red, light blue, with contrasting blue nuances, ensuring – through new materials and finishes – both comfort and high performance, increasingly in demand from the world of athleisure. The real star item in this collection is the watertight Storm Evo zip, with its high waterproofing and resistance to bad weather performance levels, which make it suitable under the most extreme conditions. On the other hand, the new Mainsail pullers of the coated zips look like hooks; alongside the stainless steel cord-ends and cord rings of the tapes and the new Nylon zips with laser-treated tape, they bring to mind faraway oceans and acquire marine nuances. The iconic pressure button b.lock is painted in contrasting red, making sure that you do not go unnoticed even in high seas.

STREAMTECH Return journey to an imaginary future

The future is when the borders between imagination and reality merge. A collection that talks about augmented reality, hyper-connectivity and experience technology, where it is possible to experiment with "digital tactility" thanks to metallic, glittering and colour-changing surfaces, as in the new Zip Decor which – through a specific surface treatment – produces metal and mother-of-pearl effects. It is a surreal palette, ranging from light blue and pink pastel hues, as in the new Zip Crystal, to the multi-coloured Nylon zip with sublimated chain, and the evocative transparency of the new tapes looking like fluids inserted into this futuristic world which is just round the corner.



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(RE)GENERATION **Different, by nature.**

An explosion of bright colours for a collection which fears no judgement. This, for Riri, is a new generation, whose highest form of expression are "regeneration", and "recycling". It is a *multicolor* collection which talks about freedom, welcoming, inclusivity and care for the world around us. Alongside recycled polyester tapes there is the new Nylon Zip, also fully recycled, both in its tape and chain. For Metal items, the certified sustainable cotton tape is now available, as well as a new 100% polyamide zip, accompanying the everlasting Inox Zip as part of the list of single-material items which allow for easy disposal and subsequent recycling. The freedom of this collection is expressed as much in the attention to sustainability as in its imperfect aesthetics, in the pride of doing away with established patterns by introducing unusual and bizarre combinations, for example the horn processing of buttons, with resin marble effect and the innovative thinness of the ZS button, which brings together its Zero and FE forerunners in a functionally unique product on the market.

REWIND **New classic luxury**

From hyperbolic futures to distant eras, where comfort and aesthetics were essential concepts. Its rich, full and velvety colours tend to olive green, with hints of burgundy, becoming part of this technique which celebrates the artisan techniques applied to new tactile contrasts in the materials, as in the Nylon 4 two-way open end zip, with the new plastic mobile and fix pins. History is a source of endless inspiration also for the metal processing of pullers and the prints on tapes. This collection is inspired by the fret designs and repeated shapes of the classical world, offering a form of luxury which is classic but never banal.

The Riri Group

*The Riri Group, leader in the manufacturing of zips and buttons, stands out with its wide product range and unique offer, thanks to its two flagship brands: **Riri**, a point of reference for metal pre-cut zips die-cast in plastic and zinc; **Cobrax**, with its celebrated designer rivets and buttons. The high quality of creations produced one season after the other, supported by incessant innovation, by unmistakable personalization of details and by continuous search for excellence, makes the Riri Group a preferred choice for many top players in the fashion, luxury accessory, outdoor and denim industry. A multi-brand strategy and the dedicated factories in Mendrisio, Padua, Tirano and Palazzolo guarantee production to meet the multifaceted style requirements of customers.*

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