



## **Post-pandemic emotions: Riri's SS 2022 collection explores the mind of the future.**

*Bright colors, vintage themes as well as timeless designs and attention to detail, combined with concepts that highlight history and processes.*

**Mendrisio, March 2021** – Riri Group's gaze looks to the future once more, offering a line of accessories where creativity meets cutting-edge technology. **This is the scenario spawning the new SS 2022 collection;** a range of innovative proposals each representing a different emotional response to the pandemic, an attempt to interpret the emotions, needs and desires of consumers in the coming years.

The Italian-Swiss group, that for almost a century has committed to creating zips and buttons for the world's most important fashion brands, doubles down on its forward-looking vision.

The result is SS 2022 collection, **featuring three different aspirational paths** to read into the emerging feelings of the "new normal" that is our time and that may characterize the near future.

### **REJOICE**

Inspired by sensations of euphoria and breaking free from melancholy through evasion and exuberance, Rejoice **is the line that sees in positivity and joy of re-living** the answer to the months of pandemic and negativity. The optimism that is to come takes the form of a creative and extrovert style, even when it comes to accessories.

**The inspiration, a triumph of bright colors and timeless styles, comes straight from the streets of Boca,** one of Buenos Aires' most popular neighborhoods thanks to its combination of colors and creative scene. Thus, **the Eloxal rio zip** is presented once again: with its aluminum chain and colored teeth, matched with a multi-color effect puller. In the range, we can also find the **Nylon zip**, featuring changing colors matched with buttons that echo their color variations, or the **Filmetal 14 zip**, big and with eye-catching writings, embossed on the tape.

### **REBIRTH**

Going back to the future, in a more respectful and responsible way, through **a rebirth that comes to be thanks to a closer relationship with nature.** In this line history and processes through which the product is made are pivotal to tell a new way to approach the world.

The range comprises **zips and buttons developed with natural material and processed manually.** A return to the basics as well as the constant research to reduce resources use respecting the planet are foundation of this line.

Part of the Rebirth line are **the copper jeans buttons**, with a special water-based paint finishing, transparent and protective, **or the hemp-derived bio-plastic eyelets**, as well as the galalite buttons, a particular bio-degradable plastic, derived from processed milk proteins.

**A major innovation are our tapes entirely made of recycled polyester,** evidence of the commitment by Riri Group to reuse resources.

**COBRAX**

**COBRAX | metal hub**

#### **RIRI SA**

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## TIMELESS

**Timeless elegance, essential luxury** mixed with the highest quality standards for top-of-the-range products. Design, materials and colors featuring in this line break away from seasonal trends to become timeless must-haves, essential yet elegant. Every piece is cared for in every detail, created specifically to leave a lasting mark.

**Buttons, chains and pullers are either made of gold and silver**, or they feature the clean and elegant tone of stainless steel. Among the zips, stand out Metal and Simmetrical with luxury finishings, whilst **tapes are made with refined materials, such as leather and satin**. Essential yet researched, this range comes with square and oval cuts, with geometry being functional and complementary to a timeless elegance.

### **The Riri Group**

*The **Riri Group**, a leader in the production of zippers and buttons, stands out with its wide range and unique offer of products, thanks to its two distinctive brand names: **Riri**, a point of reference for the production of zippers, pre-cut in metal and die-cast in plastic and zinc; **Cobrax**, an iconic name for rivet and button manufacturing; **Cobrax Metal Hub**, the new company specialised in the design, development and manufacturing of metal components for the luxury and haute couture sector, especially for leatherwear.*

*The high quality of creations produced, season after season, supported by incessant innovation, by an unmistakable customisation of details and a continuous search for excellence, makes the Riri Group a favourite choice among many top players in fashion, luxury accessories, outdoors and denim. Its multi-brand strategy and dedicated manufacturing sites in Mendrisio, Padua, Tirano, Poggio a Caiano and Palazzolo guarantee a production suitable to meet the wide range of style requirements on the part of its customers.*

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