

**Riri Group for the FW 18/19 season
presents "Natural tactile experience",
style suggestions made of colours, perceptions and new looks.**

*"Feel the colours, touch essential materials, glide on endless landscapes":
this is the suggestion that accompanies the "Natural tactile experience" path
and the new designer creations for the FW 18/19 by Riri Group.
A captivating video shows the main elements behind this collection,
which will be introduced at the trade fairs
Munich Fabric Start, Première Vision Paris and Lineapelle Milano.*

Also for the Fall-Winter 18/19 season, Riri Group will not fail to surprise and, most importantly, to inspire. Suggestions that come from the charm of faraway places, but also from the desire for incredibly close feelings have led to producing the highly innovative concepts which Riri Group will be introducing with this new collection, whose title is **"Natural tactile experience – Feel the colours, touch essential materials, glide on endless landscapes"**. It is a video with a highly evocative power which immediately brings to mind the Riri Group creative dimension:

<http://www.riri.com/2017/07/10/the-new-riri-group-aw-1819-collection/>

The new collection will be unveiled on the occasion of major events for this sector in Europe: **Munich Fabric Start, Première Vision Paris and Lineapelle Milano.**

NATURAL TACTILE EXPERIENCE

Feel the colours, touch essential materials, glide on endless landscapes.

With the FW 18/19 season, Riri Group ventures into the future with four keywords: innovation, evolution, novelty, creativity. Whereas the modern age is increasingly connected to the touch screen, to swiping smartphones, tablets and surfaces without imperfections, Riri has decided to search for more tactile materials, for items, shapes and fabrics which feel more concrete and natural: in short, something which is less known and conveys the idea of something new. The new Riri collection focuses on two main topics: ORIGINS and EASTWILD.

ORIGINS

Uncontaminated areas like the lands of Iceland, where essential and warm interiors perfectly mix with the surrounding landscape. The aged silvers merge with transparent and brilliant lacquer working with technique cattedrale. Metal becomes redder. Surfaces are enhanced and naturally polished elements become slightly opaque. Pullers and buttons are coated in hot-printed and moulded leather and the edges are coloured.



Aesthetic elements fit into an increasingly eco-sustainable approach and buttons and pullers covered in biodynamic cement. The "organic" component is a result of the photocatalytic properties of the new cement, thanks to the TX Active® principle patented by Italcementi: in direct sunlight, the active principle contained in the material "captures" certain pollutants present in the air and converts them into inert salts, helping to purify the atmosphere from smog.

EASTWILD

Look to the east for inspiration and immerse yourself in unusual sceneries with an ethnic taste even in wintertime. The immense landscapes and valleys in central Asia with their populations, customs and traditions.

Finishings of the components become irregular, recreating lived-in appearances, painted parts look well-worn thanks to special brushing techniques. Mountain excursions influence materials and technical details. Their sporty spirit preserve nomadic traits and an ethnic flavour. An explosion of colours goes together with experimental and bold features. Metals are painted. Valuable details such as satin and embroideries merge and mix with raw and more artisan materials, and buttons are covered in Lurex, three-dimensional graphics and brushed finishings.

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