



THE ZIPPER WAR?

The opinion of RIRI GROUP, the luxury sector leader

*Made in Switzerland perfection
in the only one-stop-shop of the accessorize industry*

Who would have ever said that the fashion accessorize industry was so complicated and intricate? Well, we knew it. **Riri Group**, which in 2016 has turned 80, is one of the oldest and most experienced companies in the field: the emerging competitors from the far-east are today a fact, though in our DNA there are **values that cannot be neither deleted nor defeated**.

INNOVATION

The zip revolution was born with Riri: in 1923 the Swiss-born inventor Dr. Winterhalter created his *Rille-Rippe* (concave-convex) patented zipper and boosted the launch of this new closure in all Europe. It was **1936** and the company he founded took its name exactly from the first syllables of the German words for concave and convex: RI+RI. Since then, the history of zipper's innovation and Riri walked hand in hand and the company, at **the end of WWII**, due to the lack of metals used for the production of armaments, Riri invented and obtain a patent for the exclusive distribution of plastic-made zippers. In 1950 **Riri produced the first die cast plastic zipper**, whose patent has been held exclusively by the company for 18 years.

Innovation is a never-ending force and in **2008** Riri acquired Cobrax, an Italian high-end snaps and jeans buttons producer, and Meras, an Italian brand of zippers, to **give life to Riri Group**. New synergies and new strategy: as an international company Riri keeps giving life to game-changing elements.

Some examples:

AQUAzip®

The water repellent plastic zipper that is perfect to be applied of outdoor garments and equipment. It can be styled in colors and sizes, and assures you the driest excursion experience.

ZERO

Minimal and smooth, ZERO is a patented snap designed to be elegant and resistant.



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B.LOCK

Another patented snap: technically improved to resist high traction forces, it looks like a classical snap but open it, if you dare!

STYLE

For years Riri Group has been the point of reference for the international luxury groups LVMH and KERING. **The ability in trend forecasting** is part of what we consider our spirit of innovation. Who said that zippers have just to be functional? With an immense portfolio of materials and galvanic finishings, every client can find a shade to customize its product. The **wide range of choices** makes our products appealing for niche and emerging brands that are building their identities; indeed many of them gave us to task to personalize the most different creations. Luxury hand-made purses, hyped pack packs, hip-hop sneakers and selvage denim: there is no accessorize or garment that Riri zippers and Cobrax buttons cannot be applied to.

Our presence in both zippers and buttons markets, the in-house tape production, the customizable letting plates realization and the customer service from the choice of materials to the production make **Riri Group the only one-stop-shop in the market of fashion elements.**

Being different, we reached the top of an entire industrial field: in a world that is more and more standardized we respond with uniqueness.

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