

When exploration leads to innovation: Riri Group develops revolutionary creations for the zipper and snap markets.

Technology, style and knowledge: this is the focus of the Riri Group approach.

November 2017 – **“Natural tactile experience – Feel the colours, touch essential materials, glide on endless landscapes”**. It is a world of sensations, gazes, surfaces and colours that has been explored by the **brand-new FW 18/19 collection by Riri Group**, launched at Munich Fabric Start, Première Vision Paris and Lineapelle Milan. Riri Group’s inspirations are the starting point for **important innovations in terms of products, materials, aesthetics and trends** that keep the Swiss Group at the forefront as regards technical and stylistic research.

Examples are the **achievements made in the ZIP division**: here, Riri Group has been investigating a lot on both materials and technologies in order to offer cutting-edge products able to anticipate the market’s trends. There is the groundbreaking implementation of **new completely water-repellent zippers in plastic material**, then the company is about to finalize a **zip concept** that has **all metallic parts exclusively made of stainless steel**, the perfect material which – instead of the more traditional brass and zinc ones – leads to significant improvements in terms of **oxidation resistance and strength** and could make **finishing treatment unnecessary**.

Good news also on the **aesthetic side of innovation**: Riri Group is developing highly innovative technologies for the **surface treatment of body sliders and teeth** that will result in **original finishes and effects impossible to achieve with standard technologies**.

To complete the picture, the **Me3H Project** – developing for the Metal family a chain smaller than the actual 4mm, complementing the size range of the collection – and the research on **Metal zippers with tapes in leather rather than fabric, both for garments and leather goods**.

Be in control, under pressure: performance and resistance in b.Lock

Born out of Riri Group and Cobrax engineering innovation applied to small components, **b.Lock** is the **patented concept** that continues to surprise. It can be applied to any field where the need for functionality meets aesthetic requirements, thanks to a revolutionary locking system that makes this snap extra resistant to lateral traction.

The right ally to exceed every life limit and to face every challenge, **b.Lock embodies performance, safety and resistance** and it is today presented in a brand-new video:

<http://www.riri.com/2017/07/10/b-lock-be-control-under-pressure/>

To share and prove the b.Lock snap's strength to the world, Riri Group chose **ISPO OPEN INNOVATION**: through this cutting-edge platform, part of the renowned ISPO network, a selection of experienced "consumer experts" had the chance to receive a garment or piece with the insertion of Cobrax patented advanced technology in order to test them and discuss possible uses.

Innovation is also close to young talents

In the name of shared expertise and creativity, Riri Group has recently started (or will shortly begin) some important collaborations and partnerships with renowned Fashion schools and institutes on the national and international scene.

One of these is the fruitful collaboration with **ARSUTORIA** – the world leading School for fashion training focused on shoes and bags design: in fact, Riri Group will supply the best accessories for the bag pattern-making course. Over the next few months, interesting projects will also start with **STA – Scuola Specializzata Superiore di Abbigliamento e Design della Moda** –, the institution that is collaborating with the most important players of fashion.

Another important initiative has been the "Silver Dreams" project, **part of the school-to-work programme** in partnership with many schools from the Province of Sondrio. For this, two young students of the Fashion Course at **Polo di Formazione Professionale (PFP Valtellina)** and interns at Riri, had the original idea of designing and creating bridal gowns and accessories made from the waste products of zip production. Fantasy and talent took the factory by storm while the Milanese photographer Valentino Candiani portrayed the girls' work in a high-fashion photo shoot.

Sharing excellence to promote creativity: the collaboration with Polimoda

An important collaboration aimed at fostering excellence is also the one between Riri Group and **the third-year students from Polimoda's Footwear and Accessories Design class**. Known worldwide for its capacity to combine business and design across all departments, Polimoda is considered by The Business Of Fashion's Global Fashion School Rankings as the best fashion institute in Italy and amongst the top ten in the world.

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