

“Winterstorm”: the Riri Group presents the new collection for the FW season 2020-21.

Ice, style and performance.

*These are the keywords which describe the new eclectic creations
by the Riri Group for the Fall Winter season 2020-2021: a journey through
the winter, its atmosphere and its colours*

Mendrisio, September 2019 - Première Vision Paris (17 - 19 September) will set the stage for the new proposals for the **Fall Winter 2020-21** collection by the Riri Group, a leading brand in the zip and button manufacturing sector for high couture and outdoor apparel. A preview of the new collection by the Swiss group will take place at **Munich Fabric Start** (3 – 5 September).

COLOURS, MATERIALS AND TEXTURES

Winter landscapes and polar tones have inspired the colours of this new collection: **nuances of grey, azure and white** remind us of the typical tones of ice; also dominant is the presence of **blue**, intense and rich in contrast thanks to the attractive green inserts; black interventions are then harmoniously inserted as part of the colour palette, creating an appealing interplay of colour references.

Tapes, pullers and chains provide new pleasant tactile sensations and unexpected visual inputs, through the search for always new processing methods the **iceberg effect** reproduced with a laser system, the texture reminding us of **snake skin**, from **marble** effect to **horn** processing, and free-hand **diamond turning**, as well as the **three-dimensional drop varnishing** and the stylish **mother-of-pearl effect**.

NOVELTIES

The guiding thread for the new **“Winterstorm”** collection is the use of nuanced colours and ‘ice-like’ effects, reminding us of winter landscape and climates, as in the new Decor Cristal zip with transparent chain or in the Aquatyre zip, available also in a new luminescent version.

Among the new creations, the Metal 3H zip stands out: the smallest and most innovative in the collection, lightweight and with a streamlined design.

The provocations for this fall-winter have reached extreme levels, with a **zip made of synthetic fur and incorporated buttons**, whose cover can be removed and then reapplied, to face polar temperatures with a touch of glamour.

Alongside the most fashionable novelties, the **research by the Riri group does not cease to surprise in the outdoor sector** also as regards buttons. This is confirmed by **Rislide**, the snap closure with a nylon body and Zama button. The innovative **b-lock** pressure button – with high



lateral hold – has been restyled with a silicone shaped head in three colours. As part of a collection characterised by style and performance elements, it is definitely worth mentioning **Zero**, also in its invisible version: this button – thanks to its elegant design, combines practicality and style without compromising on performance.

The Riri Group

*The **Riri Group**, leader in the production of zips and buttons, is characterised by its extensive product range and unique offer thanks to its three brands: **Riri**, a point of reference for pre-cut zips made of metal and die-cast in plastic and zinc; **Meras**, specialising in the production of nylon and cut metal zippers; **Cobrax**, a celebrated brand name for iconic rivets and buttons.*

The high quality of its products, designed season after season, supported by continuing innovation, an unmistakable customisation of details and constant search for excellence, have made the Riri Group the solution of choice for many top players on the fashion, high-end accessory, outdoor and denim markets. A multi-brand strategy and dedicated production sites in Mendrisio, Padua, Tirano and Palazzolo allow the Group to meet most of the customer's style requirements.

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