



## Riri announces the acquisition of Amom

*The merger of the Swiss Group and the Tuscan company has resulted in the creation of a specialised cluster for high-end accessories, now including fashion jewels.*

**Mendrisio, June 2021** – Riri has completed an important acquisition, leading to the consolidation of the Group's position in the luxury accessory sector, which represents a significant **add-on to develop new skills and production** with an extended offer now including fashion jewels.

The journey towards the creation of a **single centre of excellence involved in designing, developing and manufacturing high fashion accessories** has taken another step forward. With Amom joining the Group, Riri's growth strategy has achieved another major goal: a comprehensive range of products now embracing zippers, buttons, metal components and fashion jewels.

Amom, based in Badia al Pino in the province of Arezzo, at the heart of the Tuscan high-fashion district, has manufactured for over 60 years metal trimmings, fashion jewellery and accessories for the shoes, leather and clothes sector. The company can perform most of the machining work in-house, including die-casting, moulding, cutting, welding, laser cutting, enamelling, painting and electroplating. Another strong point is the wide showroom displaying a collection of over 100,000 items.

The addition of Amom to Riri Group has allowed for a broader offer of new materials: besides zamak, brass, steel and aluminium, our range now includes also silver, bronze, wood, precious and plastic materials.

As Mr. **Renato Usoni, CEO of Riri Group**, explains: "We are delighted to welcome Amom within the Riri family. This new acquisition is part of the corporate strategy aiming at increasing our size, range of products and technical skills that are necessary to respond promptly to the market needs, ensuring top quality standards in line with Amom's manufacturing and handcraft tradition, priceless heritage of the Made in Italy. The joint offer will be extremely versatile and will allow our customers to benefit from unique innovation skills."

"We are very proud to write, together with Riri, a new chapter of our story" – claims the **CEO of Amom, Mr. Carlo Veneri**. "Integration has allowed us to join an international Group with a long-standing presence and consolidated market position, as well as a management vision oriented to growth and continuous improvement. From the start, our partnership with Riri was built on shared values: constant attention to customers' needs, utmost care for details, innovation and research as driving factors for development and due consideration for ethics and sustainability throughout the supply chain".

**COBRAX**  
**COBRAX | metal hub**

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## **Riri Group**

**Riri Group**, a leader in the production of zippers and buttons, stands out for its product range and unique offer thanks to the combination of four brands: **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**, specialised in the design, development and manufacturing of metal components; **Amom**, focusing on the accessory and fashion jewels sector.

Top quality products, created each new season with constant innovation, unmistakable customization of details and continuous research of excellence, make Riri Group the number one choice for many top players in the fashion, luxury accessories, outdoor and demin industries. A multi-brand strategy and manufacturing facilities located in Mendrisio, Padua, Tirano (SO), Poggio a Caiano (PO), Badia al Pino (AR) and Palazzolo (BS) can ensure production capability to meet the multiple style needs of its customers.



Since 2018, Riri has been financial partner of the French private equity firm Chequers Capital.

[www.riri.com](http://www.riri.com)

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