

DMC joins Riri Group

The Group consolidates its position as 'one-stop shop supplier' under the sign of integration, design capacity, customized offer and sustainable innovation.

Mendrisio, December 2021 – The year 2021 is expected to end on an extremely positive note for the Swiss Group, with an organic turnover record (significantly higher than pre-pandemic levels) and an acceleration of the product range completion strategy: after the addition of Amom, in June, Riri is proud to share the closing of the acquisition and integration into the Group of **DMC, a company specialized in the metal components sector** for haute couture, more specifically **leatherwear**. This is another step towards creating **a single hub dedicated to luxury accessories**, whose goal is to develop a balanced portfolio including zips, buttons, metal hardware, and fashion jewels.

DMC, established in 1976 in Scarperia e San Piero a Sieve, near Florence, has a consolidated experience with major luxury brands and a strategic position, being located close to the Tuscan leatherwear district. Originally a family-run business, today it is a company which combines highly skilled **Italian artisan tradition**, which has a strong connection in the region, with the use of **cutting-edge technologies**. Its comprehensive **vertical integration system** allows for in-house management of all production process phases.

“The addition of DMC to the family” – explains **Renato Usoni, CEO of the Riri Group** – “is not just a bonus for our offer in terms of product range. It means also a fundamental milestone in the creation strategy of a **fully integrated business model**”. As a matter of fact, the operation is a further improvement in the **Group’s designing potential**, increasingly able to provide tailor-made accessories, as requested by each client, achieving very high levels of customization while keeping up massive investments in new technologies, organization systems and sustainability projects with a cross-cutting impact.

“Our Group” – Usoni adds – “is, to all intents and purposes, a leader in terms of innovation, thanks to its **state-of-the-art plants**, which are located in seven production factories, and thanks to its constant search on **emerging technologies and materials**”. More specifically, DMC’s proposal – in line with Riri’s – is increasingly focused on the use of sustainable products and on processes with a low environmental impact.

Furthermore, the new company in the Group is committed to integrating the economic development of its business with the ensuing **social accountability**. Evidence of this attention is shown by its having been awarded the certifications **ISO 9001**, due to the quality of its processes, products and services, and **SA 8000**, for its ethical management of human resource. Moreover, every year DMC produces a **social report** which, in line with what have always been distinctive values of Riri, bears witness to its intent of communicating its achievements clearly and transparently.

“We are very proud and enthusiastic to be joining the Riri family” say **Cristian and Andrea Del Mazza of DMC**. “For us, this integration constitutes a great opportunity for growth, which allows us to join a **management team with a strong international background**, consolidated experience in the accessory industry, as well as a comprehensive overview focused on a single strategy.”



The **Riri Group**, leader in metal accessories manufacturing, stands out in terms of product range and unique offer, thanks to its five distinctive brands: **Riri**, a reference point for metal and plastic zippers; **Cobrax**, well-known producer of press buttons, jeans buttons and rivets; **Cobrax Metal Hub** and **DMC**, specialized in the design, development and production of metal components for leathersgoods; **Amom**, a company focused on the accessories sector for footwear and clothing and on fashion jewels.

The high quality of its productions, season after season, supported by constant innovation, by an unmistakable personalisation of details and by the continuous search for excellence, makes the Riri Group a preferred choice for many influential brands in the fashion, luxury accessory, outdoor and denim industry. A multi-brand strategy and its dedicated production plants in Mendrisio, Padua, Tirano (Sondrio), Poggio a Caiano (Prato), Scarperia and San Piero a Sieve (Florence), Badia al Pino (Arezzo) and Palazzolo (Brescia) guarantee sufficient production to meet the multi-faceted style requirements of all customers.



In 2018 Riri became a financial partner of the French private equity firm Chequers Capital.

www.riri.com

COBRAX

COBRAX | metal hub

AMOM

DMC

RIRI SA

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