

Riri Group's SS24 collection in Paris unfolds through materic inspirations and material explorations

Two creative industrial-inspired trends introduce Riri Group at Première Vision Paris disclosing a vision for a season dominated by a variety of strongly expressive colours to have the right style tell every moment.

Mendrisio, February 7, 2023 – Through a philosophy based on constant research and innovation Riri Group has been for more than 85 years a leader in the creation of details of style providing high-end fashion brands with top quality accessories. Its zippers, buttons, metal components, and fashion jewels are constantly evolving in terms of material science, functionality, sustainability, and style. In recent years, the Group has grown through strategic acquisitions that have led it to implementing the specialised technologies and know-how at its disposal consolidating its position as 'one-stop shop supplier'. The **SS24 collection** presented at **Première Vision Paris** (7-9 February) speaks to this all-encompassing approach, unveiling two complementary mood-trends that give rise to six colourful inspirations, characterised by innovative styles and sophisticated innovation.

The search for **new materials** cuts across moods and enhances a collection designed for every ethical and aesthetic need. This is combined with **technological innovation**, represented, for example, by the stainless steel **L1 button**, which is recommended for leather goods: when opening and closing it can function as a normal snap button, or in case of lateral pull it closes like a hook.

METAL TREND

ORGANIC, NATURAL and VULCANIC: inspirations from the underground.

The green colour of the varnishes and metallic laminated leather, the jacquard tapes with vertical stripes, and the chains featuring alternating yellow and green hues make the **ORGANIC** trend a conceptual homage to the natural world reinterpreted in a metallic key. **NATURAL** is also the inspiration that features tapes, pullers and buttons made from natural and sustainable fibers.

Tapes made of stitched recycled polyester, linen and hemp, coverings with stitched cork strips, pullers made of recycled hemp, with wood inserts or specific ceramic workmanships made by K4Sint, the latest division to join the Riri Group, specialised in sintering processes. Buttons made of recycled hemp or finished with olive wood, striking a balance between sustainability and making the most of natural or recycled materials. An explosion of flamboyant colours inspires **VULCANIC**, an exaltation of the concept of fire, emphasised by the focus on red and orange tones, as well as the use of copper, studs and stone-effect acrylic pullers.

PLASTIC TREND

NAUTICAL, BUBBLES and SPACE: vertical inspirations.

The colours of the warmer season are introduced by the **NAUTICAL** theme, which brings a range of inspirations that tell the story of the encounter between the water and the beach: boats, anchors, multicoloured vertical stripes and horizontal bands. The blue of the water gives way to the blue of the sky with circular shapes, use of mother-of-pearl in the Amom-produced pullers and buttons and in the glass pullers: this is **BUBBLES**, a gentle breeze that blows harmony and lightness. The air becomes rarer as we reach **SPACE**: here the dominant colours are black and fluorescent ones, a more technical line characterised by the use of recycled nylon, elastic tapes suitable for outdoor and footwear, and overlapping zipper applications.



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), Pergine Valsugana (Trento) and Palazzolo (Brescia) guarantee sufficient production to meet the multi-faceted style requirements of all customers.

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