

**It may be fresh or timeless, but luxury remains luxury and you can see it all in Oerlikon Riri's AW 25/26 collection.**

*The forms of language change, adapting to the audience and its cultural references, but the polysemantic and polyvalent capacities of the Oerlikon Luxury zipper and button brand remain unchanged.*

**Mendrisio, July 15, 2024** – When it comes to Oerlikon Luxury, we could perhaps speak of 'polyluxury': this business sector dedicated to high-end fashion accessories in fact contains within itself the expressive, material and technological multitudes that its brands **Oerlikon Riri** and **Oerlikon Fineparts** know how to share and expand for each collection. A heritage of innovative elegance that translates in **Oerlikon Riri's zippers and buttons collection created for the Autumn-Winter 25/26**, designed to appeal to diverse generational tastes yet meeting the same high standards. The result leaves open a question worthy of in-depth philosophical and sociological research: if both moods can express luxury, **what defines luxury?** Oerlikon Riri provides an answer that satisfies even the most discerning audience, and stainless steel shines inside it, combined with the use of Physical Vapour Deposition (PVD).

**ENDURING LUXURY**

*The reassuring certitude of beauty.*

Enduring Luxury embodies fashion resilience, represented by the trust that high-end brand consumers place in timeless products that reflect the brand's heritage. These pieces are iconic and immediately recognizable through their **straightforward and clean design**. The color palette is naturally subdued, featuring **polished precious metals and minimalist refined shapes**. Zippers in this mood include Metal and Simmetrica chains, available in mirror-polished stainless steel. The cold rigidity of metal is softened by polyester, jacquard and raw hemp tapes. The pullers, some of them **produced in collaboration with the companies of Oerlikon Fineparts** (Amom, CMH, and DMC), feature animal motifs like cobra shapes, and so do the buttons, paying homage to the **Cobrax brand's heritage**. Buttons in this mood also showcase gold finishes and diamond-cut surfaces, as well as Fineparts collaborations, wooden inserts and PVD finishes on the button heads and on the pullers.

**POP LUXURY**

*The modern language of elegance.*

Pop Luxury addresses the **multigenerational complexity** that luxury brands face today, aiming to meet the diverse needs of consumers. Generation Z, consciously or not, contributes to sustaining the hype around **youthful luxury**. Brands must continuously reinvent themselves to capture the tastes of this much-discussed generation without overly emphasizing social concepts. This mood is expressed through products of **equal value to the timeless ones but with bright forms and colors**, enhanced by enamels devoid of exuberance and provocation. So, there is room for Nylon and aluminium zippers, but also totally in polyamide like the mono-material Decor. Metal and steel are also present here and on buttons, accentuating the modern elegance of this collection. On tapes and buttons space is given to **checkered decorations and geometric motifs**. The most important innovations in both moods are the introduction of the **symmetrical teeth on the stainless steel zippers**, representative of the Group's gradual transition to steel which provides greater longevity and oxidative resistance, and the **L3 button**, a larger version of the iconic L1, which stands out for its high resistance to lateral traction.

**About the Oerlikon Surface Solutions Division**

*Oerlikon is a leading global provider of surface and additive manufacturing solutions and services. The division offers an extensive portfolio of market-leading thin-film, thermal spray and additive manufacturing technologies, equipment, components and materials. Emission reduction in transportation, maximized longevity and performance of tools and components, increased efficiency and intelligent materials are hallmarks of its leadership. Pioneering technology for decades, the division serves customers with standardized and customized solutions across a worldwide network of more than 170 sites in 37 countries.*

*With its technology brands – Oerlikon Balzers, Oerlikon Metco and Oerlikon AM – the Oerlikon Surface Solutions division focuses on technologies and services that improve and maximize performance, function, design, reliability and sustainability, which are innovative, game-changing advantages for customers in the automotive, aviation, tooling and general industries and in the luxury, medical, semiconductors, power generation and oil & gas markets.*

*The division is part of the publicly listed Oerlikon Group (SIX: OERL), headquartered in Switzerland, which has 12 600 employees and generated CHF 2.7 billion in revenue in 2023.*

*For more information see: [www.oerlikon.com/surface-solutions](http://www.oerlikon.com/surface-solutions)*

**About Oerlikon Luxury**

*Oerlikon Luxury, the business sector part of Oerlikon's Surface Solutions division, is a global leader in the production of accessories for the fashion luxury industry. It is an expression of Riri technologies and expertise through the specificities of two brands: Oerlikon Riri, which includes zippers and buttons branded Riri and Cobrax respectively, and Oerlikon Fineparts, which presents a combined offer with regard to metal components and fashion jewels, bringing together the Tuscan companies (Amom, DMC and CMH) and the French company Coeurdor. Oerlikon Luxury, headquartered in Mendrisio (CH), counts today 1400 employees in 12 sites located in Italy, Switzerland, France and Portugal.*

For further information, please contact:

**Menabò Group**

[pressoffice@menabo.com](mailto:pressoffice@menabo.com)

**RIRI SA**

Registered office:

Via al Gas no. 3

CH – 6850 – Mendrisio

Swiss VAT code: CHE-116.316.811 IVA

Swiss Trade Register: CH-524.3.006.104-2