



Oversize and sporty. Precious and showy

*Riri accessories explore the extremes,
setting major trends for the 2017/2018 fall/winter season.*

Street trends historically acknowledged them as a lynchpin for the most cutting-edge fashion trends, haute couture catwalks have crowned them protagonists for the 17/18 fall/winter: zippers and buttons are a “must have” for the next season, essential complements for jackets, dresses and accessories which are not afraid of being assertive. **Riri Group**, always at the forefront as regards technical and stylistic research, for **the 17/18 fall/winter collection explores extremes**, confirming its intent to enhance these fundamental style details.

Confirming that - eighty years after its incorporation - **Riri is still the one and only one-stop-shop for the industry**, giving its customers a chance to choose unified style and extreme customization, the Group will feature prominently at the forthcoming trade fairs, with **a coordinated zipper and button collection, designed to encourage product cross-selling.**

These trends will be major drivers of fashion during the next season.

OVERSIZE, or “Let’s think oversize”

Large and oversize: **zippers and buttons claim a spot in the limelight.** Sizes grow exponentially, creating accessories which characterize the style of the garments onto which they are fitted.

The Metal line is always trendy: an ideal choice for handicraft enthusiasts; it has reached a considerable scale and **now includes technical materials such as real carbon fiber and polyurethane** to cover sizes 8 and 10. Sportswear is the natural setting for these products with a high technical coefficient, which still follow cutting-edge trends acknowledging “contamination” between sport and fashion. That’s why **Riri focuses on colors**: the zip sliders are brightened by varnishing and contrast galvanized finishing; the chains come in multicolor variations.

Proportion and color games appear also in the buttons: for both pressure and jeans buttons the watchword is: shine. **TRA-IN**, the side-sliding button, has been restyled and acquired bright hues including orange, green and violet – three of its endless customization possibilities. **The ZERO series has become super-slim**, with matt and stylish finishes. Last but not least, the F line with its new polyurethane and leather *bombée* shape, using *ton-sur-ton* to match the zipper with striped coloring.



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LUXURY, or “Valuable, but showy”

Novel materials and textures for the new season: **the inspiration comes from the earth**, playing with showy and elegant shapes. The pullers are at the forefront and enriched by **resin-based processing for a natural look**, reminding us of wood and natural colors from the ecru palette. Varnishing, on the other hand, makes leatherware zippers brighter and livelier, with tapes and galvanized finishing trendy color combinations.

With Riri we return to the origins of matter, rediscovered in **the Fossil puller**, for which a preview is scheduled in September, and to essential stylishness of linear and geometric shapes, combined with **arabesque decorations and mother-of-pearl colors**.

In order to produce a coordinated collection, also the buttons follow the same creative patterns, adding a bright touch thanks to the return of enameled jewel buttons.

The new 17/18 fall/winter collection will be showcased with **a new exhibition concept celebrating the Group’s eightieth anniversary**: a journey through time to show how passion for details and search for perfection have characterized the company’s development, as well as fashion overall.

SAVE THESE DATES:

Premiere Vision Paris

Paris, 13-15 September 2016
Hall 4 Stand G35-H34

Lineapelle

Milan, 20-22 September 2019
Hall 22P Stand D25-27 E26

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