

“Light through colours”: the Riri Group introduces its new collection for the SS19 season.

Original, creative and colourful: the new creations by the Group for the Spring-Summer 2019 season are the result of a journey through 24h of light.

The many novelties include a totally stainless steel zip, the Metal 3 mm zip and the pullers inspired by an ancient Japanese technique.

Their debut will be at Munich Fabric Start and Première Vision Paris.

Mendrisio, January 2018 – Munich Fabric Start (30 January – 1 February) and **Première Vision Paris** (13 – 15 February) will set the stage for the official debut of the **new Riri Group collection for the SS19 season.**

CONCEPT

Light, with its multitude of nuances, symbolic values and meanings.

It is thanks to light that the invisible becomes visible: however – paradoxically – if it is too intense it becomes almost blinding, to the extent of making it impossible for us to really see.

Sunlight is colourless, but - if it shines through a prism - it breaks down into several colours.

The Riri Group SS19 collection represents twenty-four hours of light through shapes, colours and feelings, to discover what is around us, to find a fragment of the universe within us.

The collection is very colourful. Thirty different colours have been selected, and all those chosen for this season clearly tend towards warm hues.

Among many possible combinations, the three primary colours – yellow, red and blue – have been matched following a single-colour pattern: combining light-coloured, medium or dark shades of the same colour produces very attractive results, with a smartly essential outcome.

A **video** with a highly evocative power reveals the main elements which have inspired this collection, immediately giving the viewer an insight into the creative perspective of the Group:

<https://youtu.be/geL37ul5NaY>

The new Riri collection revolves around **three creative concepts** which explore the world of light and its multiple interpretations: **RISE, ZENITH and SHADOWS.**

RISE

A new classic dimension which combines minimalism concepts with others more related to research and experimentation. A very intellectual approach, geared towards the study and analysis of structures around us. The surface treatments are valuable and enhanced, in order to suggest a whispered luxury dimension,

where also the plainest shapes have small details on the surface which make them distinctive and unique. This classic look is also highlighted by the colour choices, whose main interpretation key is revealed by their neutral tones.

Contemporary architecture inspires pullers' shapes while the 3mm Metal zip makes its entrance.

In this regard, there are three finishings featuring prominently: pink gold, amber gold and clear gold. The buttons and pullers, inspired by the lines of the new work by major contemporary architects, are characterised by laser-treated textures, prints made using micro-injection and enamels reproducing in an extremely realistic way a marbled effect. It is also worth mentioning the dual finishing pink gold and ruthenium puller.

The Metal family is also extended, with the introduction of METAL3H, which goes beyond the dimensions of the latest 4-mm ME4, with a smaller chain which is ideal for small leatherwear.

ZENITH

An urban crossroads becomes the perfect inspiration to evoke a metropolitan scene. Meetings and contaminations of styles and lives, as well as different personalities and temperaments. What seems to dominate is anarchy, characterized by a strongly defiant spirit. Adhesive tape is the absolute protagonist. Colourful, vibrant and rich. Our colour palette starts from the elements surrounding our cities, including road signs, buildings, faces and architecture.

The urban atmosphere influences pullers and tapes. The zipper family expands.

Within this framework, engravings inspired by metropolitan graffiti come to life on pullers and buttons which alternate metal-plated paints and coloured paints with an iridescent effect; to the new *grosgrain* and *jacquard* tapes, others are added with distinctive silk-screen prints.

The main novelties include: reversed NY6 coated and printed with a transparent colourful logo and the zips in the Metal family with lacquered chains.

Nuanced silver, palladium and gold are the iridescent finishings which have been used.

SHADOWS

Night in the metropolis, with its shows of light, inspires our imagery. Delving fully into an almost parallel dimension, nocturnal and virtual, sometimes with indefinite and unearthly elements. Moving in the dark and half-light, following intermittent lights and neon flashes.

Eccentric and technical, virtual and real: a mix of worlds and opposites attracting and affecting each other. A palette full of unexpected and charming colours. The dominant hues are purplish and nocturnal, with colourful black, light pink and very deep ultramarine blue combinations.

The lesson from Japan and the totally stainless steel zip.

The work on pullers' and buttons' surfaces is threefold: it involves finishing treatment, followed by painting (also velvet or metal plated) and laser treatment. The resulting effect is based on the Kintsugi technique, a Japanese practice which consists in using liquid gold or silver, or lacquer with gold powder to repair ceramic items, using the precious metal to weld together the fragments and make even gaps unique.

For the first time the Riri Group is presenting a zip with all components made of stainless steel (chain, stops, slider and puller); this zip, that can be galvanized or used crude just by polishing its elements, is resistant to oxidising and suitable for leatherwear.

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