

Care for detail, intuition and passion for the territory: here is the new Riri Group corporate video

Available as of today on the corporate website, this video covers ideas which become style accessories, thanks to a creative process starting from places where the Group's sites are based and reaching the manufacturing departments and hands of quality masters.

Mendrisio, March 2018 – Not only design and technology, functionality and aesthetics, but first and foremost **Swiss precision and Italian taste**. You have all the tradition of two souls continuously communicating in the new **corporate video launched by the Riri Group** – a leader in zipper and button production – which is available starting today on the corporate channels: <https://youtu.be/1HzHyGNH3TE>

The guiding thread of the whole narration are the high specialisation, engineering innovation and the utmost care for details which for over 80 years – the parent company Riri SA was established as far back as 1936 as the first zip manufacturer on an industrial scale – pervade the phases of all creations, small items of “micro-mechanics” for which the Swiss have always been renowned worldwide.

Moreover the geographic, natural and artistic elements in Mendrisio, Tirano and Padova – production sites of the Riri, Meras and Cobrax brands respectively – have become the protagonists of a narrative exploring the connection between the Group and its territories, leading the viewer to the origins of a well-established relationship which never stops becoming more evolved and richer. **Sources of inspiration and aspiration**, the architectural beauties of these cities are a natural call to harmony, shapes and colours, thereby triggering the creative process which leads each idea to becoming an original creation.

For example this is the case of the **Villa Argentina facade, where the premises of the Academy of Architecture in Mendrisio** are located, whose geometrical lines bring to mind the shape created by the position of the teeth in a zip. The parallelism between architecture and product also reaches the interiors of the building itself, which, with its distinctive imposing staircase, reminds us of the sinuous spiral of a curled-up zip. Through a careful interplay of sounds and images, the spectator is then led to the fascinating scenario of the Swiss valleys which the **Trenino Rosso del Bernina** crosses to reach Tirano: the iconic red of this train gradually merges with the dark red of the texture and colour of the ribbons. Padua, on the other hand, provides stylish suggestions thanks to the celebrated domes of the **Basilica di Sant'Antonio di Padova**; with their unmistakable rounded and multifaceted surfaces, inspiring Cobrax buttons with the same valuable appearance as a jewel.

Exciting and skilfully produced to highlight the values that animate daily work between the walls of the various establishments, the Group's corporate video thus pays tribute to **dynamic production which is able to grasp and reinterpret the cultural and artistic heritage around it**. Passion, intuition, craftsmanship and technology merge, in a sequence of innovative details, precious decorations and glossy



materials which have made the Group's products a designer mark on numerous patented products, as well as the **preferred choice for many protagonists of the international fashion system.**

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