

## #REINVENTYOURSELF:

**the new Riri Group FW 2019\_2020 collection is an invitation to reinvent ourselves and the reality that surrounds us, with an interplay between #APPEARANCES and #EVIDENCE.**

*The Swiss Group chooses Munich Fabric Start (Monaco, 4-6 September) and Première Vision Paris (Paris, 19-21 September) to unveil its latest creations in terms of zippers and buttons. The novelties include the ELOXAL MONOCOLORE and stylish sliders characterised by refined and original shapes.*

**Mendrisio, September 2018 – Not only sophisticated and eclectic colours** made of enigmatic violets and carefully reinforced reds disrupted by flashes of acid green and blue, **but also natural materials, evocative paints and original and innovative shapes:** the new FW 2019\_2020 collection by Riri Group – the brand producing **zippers and buttons for the high-end fashion, denim and outdoor markets** since 1936 – is all of this and much more.

### THE CONCEPT

The inspiration for the new creations – that will make their official debut at **Munich Fabric Start and Première Vision Paris** – is a result of having observed works of **Aldo Tolino**. By weaving, creasing and tucking the surface of a paper sheet, the young Austrian artist creates geometric mutations of human portraits. The distortions generate new facial representations, expressions, and personalities, translating the original picture into a manipulated deformity.

Hence, the collection's title: **#REINVENTYOURSELF** is a real invitation to reinvent ourselves and the reality surrounding us, in order to find always different solutions.

A video with a highly evocative power reveals the multitude of inspirations which have led to producing this collection, accompanying the viewer into the Group's creative dimension:  
<https://www.youtube.com/channel/UCrNzdWzL25ldm7Bnq6X5J9Q>

The entire collection revolves around two antithetic creative concepts: **#APPEARANCES** and **#EVIDENCE**.

### #APPEARANCES

Our culture, our history, our emotions: all of this gives an outlook on reality which is filtered and mediated, helping us interpret in a subjective way the innumerable signs of which it is made.

This is why the creations belonging to this section are based on an interesting touch-sight contrast.

**Evocative paints have surprising effects.**  
**The historical and elegant die-cast zinc zippers are back.**

In this antithetical context, the use of paints on pullers could be included in an illusionary art where the borders between being and appearing are fuzzy.

The painting with **rubber effect**, both shiny and matte, is complemented by processing with a **velvet, leather and rust touch effect**.

Alongside **TOP** and **SOLID** – historical and elegant zippers with zinc teeth die-cast directly on the tape – are the light, practical and fresh-looking **DECOR** – the zipper with acetal resin teeth made with an injection process – and **METALLIZED NYLON** – the spiral zipper ideal for apparel and leather goods.

**#EVIDENCE**

Even though we know that we cannot change a reality which is imperfect, uncomfortable and often different from the way we would like it, we rely on our intellectual and emotional skills to shape and manipulate it, decomposing and reconstructing it as we wish.

Creativity allows us to leave our comfort zone to design systems and experiences which are able to engage and inspire new points of view.

**It's written "slider", it's pronounced "style detail". The iconic ELOXAL turns MONOCOLORE.**

The need for a closer and deeper experience of reality results in the use of natural materials: olive wood, leather and real horn which compose and decorate buttons and pullers, reaching such an extreme level of creativity as to become almost a provocation.

The **METAL** zip reigns, appearing in three precious galvanic finishings, i.e. amber gold, clear gold and deep-coloured aged gold.

Among new products it is worth mentioning **ELOXAL MONOCOLORE**, the traditional lightweight zip with aluminium teeth which can be **colored using a new anodizing process which results in a bright and uniform colour**.

Riri's creative process leads to a revolution in the interpretation of pullers, which in this collection are conceived as actual sliders characterised by a unique and refined design. Their one-of-a-kind shapes – **octagonal, leon-head or snake-head** – turn them from mere functional elements into valuable style details, allowing to obtain a slider that is both "self-locking" – ideal for apparel – and "loose" – perfect in particular for leather goods.

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