

**“I Love Miami”
is the new collection of the Riri Group
for the Spring Summer 2020 Season.**

*Light-heartedness, liveliness, and glee.
These are the moods coloring with vivid hues the new creations
of the Riri Group for Spring Summer 2020, inspired by 80’s Miami.*

Mendrisio, January 2019 – Munich Fabric Start (29 – 31 January) and **Première Vision Paris** (12 – 14 February) will mark the official debut of the new creations for the **Spring Summer 2020 Collection by Riri Group**, a brand that for over 80 years has been the undisputed leader in the production of **zippers and buttons** for many top players of the **high fashion, denim, and outdoor** industries.

THE INSPIRATION

As if we were in **Miami** spending our days sunbathing by the pool, sipping tasty fruit cocktails while admiring the architectonic landscape of the **Art Deco**.

A **vivid chromatic palette** – echoing colored popsicles along with their sour and refreshing contrasts – quenches the summer thirst with its freshness and vitality.

The East Coast urban scene inspires a cool and ironic collection of tapes, zippers and buttons.

The theme running throughout the collection is the **use of colors and galvanized finishes** seemingly **mitigated by** the exposition to the **sun and salt air**.

Among the new creations of the Spring Summer 2020 Collection, ideal both for **men and women** lines, a protagonist role is played by **Decor Zipper** that features a particular **acetal resin customisable through laser marking**. Likewise, the **buttons’ patterns** can be personalized **with silicon elements and brand new vivacious hues**.

Undisputed remains the role of the **reversed spread Nylon Zipper**: this time **personalised** not only through the application of **logos** but also by means of original **and exclusive three-dimensional patterns**.

Along the iconic **Simmetrica Zipper** featuring **gros grains tapes**, with a thick weave echoing the rope textile used for sails, are the extremely light **Nylon Zipper** with see-through tapes and pattern reproducing evocative **water effects**.

All the **buttons** are enriched **with silicone elements and customisable motifs**.



The Riri Group

The **Riri Group**, leader in the production of zips and buttons, is characterised by its extensive product range and unique offer thanks to its three brands: **Riri**, a point of reference for pre-cut zips made of metal and die-cast in plastic and zinc; **Meras**, specialising in the production of nylon and cut metal zippers; **Cobrax**, a celebrated brand name for iconic rivets and buttons.

The high quality of its products, designed season after season, supported by continuing innovation, an unmistakable customisation of details and constant search for excellence, have made the Riri Group the solution of choice for many top players on the fashion, high-end accessory, outdoor and denim markets. A multi-brand strategy and dedicated production sites in Mendrisio, Padua, Tirano and Palazzolo allow the Group to meet most of the customer's style requirements.

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