



GIGLIO GROUP LAUNCHES IBOX CREATIVE

THE NEW BUSINESS DIVISION FOR DIGITAL PROJECTS IS BORN, AND IT WILL CATER FOR ALL FASHION, DESIGN AND JEWELLERY NEEDS. IBOX CREATIVE WILL TAKE OVER THE DIGITAL COMMUNICATIONS OF THE GROUP AND WILL BE AVAILABLE TO EXTERNAL CLIENTS WHO WISH TO MAKE USE OF ITS SERVICES

Milan, 6th May 2019 - **Giglio Group**, first e-commerce 4.0 platform listed on the STAR market and digital partner of more than 70 lifestyle brands, made of its "complete-supply-chain" online service its strong point, ensuring a 100% sell-through rate to its clients.

Giglio Group is glad to announce the launch of a new business division, **iBox Creative**, a true digital communications agency within the Group that will follow in-house activities while being available to external clients who wish to develop and implement wide-ranging digital strategies.

iBox Creative will make use of a dedicated team of digital experts and will cater for the needs of three major industries: fashion, design and jewellery.

Alessandro Santamaria, Giglio Group's Managing Director Digital & Strategy, commented: *"The creation of Giglio Group's new business division iBox Creative is for us a major step forward along the development path that is turning our company into an highly specialised partner capable of offering an extremely tailor-made service to its clients. Being innovative means being able to grasp the needs of the market well in advance, and for this reason, we are sure that the team of highly-specialised professionals behind iBox Creative will be able to best harness the work of our clients thanks to efficient, wide-ranging digital strategies that will be developed for the three main core sectors of our business: fashion, design and jewellery".*

Information on Giglio Group:

Giglio Group, founded by Alessandro Giglio in 2003 and listed on the MTA-Star market on Borsa Italiana, is "The e-commerce gateway for fashion" that offers tailor-made B2B and B2C services through its own IBox Distribution and IBox Digital business lines to more than 70 lifestyle brands. With headquarters in Milan, New York, Shanghai, Hong Kong, Rome, Lugano and Genoa and thanks to its remarkable expertise, Giglio Group accompanies its customers in the online distribution of their products through a platform which, starting from the implementation of fully tailor-made and managed monobrand e-stores, integrates the business with the dedicated placement on main lifestyle marketplaces worldwide, whilst offering online full-price and stock management – a unique, "complete-supply-chain" online service ensuring a 100% sell-through rate.

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