



Giglio Group: First Deal in the Designer Accessories' Sector With Tonino Lamborghini

Milan, 27 June 2019 - **Giglio Group** (ticker **GGTV**), first e-commerce 4.0 platform listed on the STAR market and digital partner of more than 70 lifestyle brands, is glad to announce its deal with the company **Tonino Lamborghini**, a world-renowned lifestyle brand active in the accessories, living and real estate sectors, as well as a leader of Made in Italy designs for more than 30 years. Together with Tonino Lamborghini, Giglio Group enters the designer accessories' sector and, by next fall, is planning to announce its partnership with other historical brands of Made in Italy designs who decided to rely on the iBox Digital division for their online business around the world.

Loyal to the tradition and the heritage of his family, Tonino Lamborghini created a true "lifestyle experience brand" with a wide range of luxury products: watches, eyewear, smartphones, perfumes, furniture, clothing, sport accessories, signature beverages, golf & utility carts, 5-star boutique hotels, real estate projects, coffee shops and brand restaurants.

The deal provides for the realisation and management of the new institutional and e-commerce website through iBox Digital, which will allow the sale of Tonino Lamborghini's products in and outside of Europe in order to ensure a strategic online placement fine-tuned with the goals and targets to be achieved.

Alessandro Santamaria, Giglio Group's Managing Director Digital & Strategy, commented: *"The collaboration between Tonino Lamborghini and Giglio Group matches with the mission of both Groups, that is, to bring Italy's passion and spirit to the global market through unique and distinctive products. Through iBox, we will optimise Tonino Lamborghini's storytelling and brand journalism as well as refine its online commercial activity, combining cutting-edge technology and market penetration's capacity on an international level. Following the jewellery sector, we are glad to have gained access also to the designer accessories' segment together with a brand that embodies the innovation and all the eternal values that are typical of the Italian culture".*

Rita D'Andrea, Digital Marketing & Communications Director of Tonino Lamborghini Spa, added: *"The new corporate website was born from the need to highlight the history and identity of our brand, putting the accent on its corporate contents and on the brands' lifestyle, thus increasing the international awareness. Apart from a major reshaping of the brand identity and of the institutional contents, we saw the necessity to completely redefine our online store. Thanks to iBox's expertise, we improved the UX, listings, product descriptions and the checkout stage, thus optimising the whole purchase experience as much as possible. In our new e-boutique, the aficionados of the Bull's brand will be able to purchase the leading accessories of our lifestyle: watches, smartphones, sunglasses, small leather accessories, ties, silver accessories and even a set of T-shirts sold exclusively online".*

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. www.giglio.org

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TONINO LAMBORGHINI: THE COMPANY

Founded in Italy in 1981 by Mr Tonino Lamborghini, heir of the Lamborghini family, today the company's headquarters are located in the magnificent Palazzo del Vignola, a Renaissance villa just outside Bologna's city walls, created by the famous architect Jacopo Baorzzi, known also as the "Vignola". Mr. Lamborghini has taken inspiration from his family heritage and his vast experience in mechanical and automotive engineering to develop a lifestyle experience brand with a range of luxury design products, including: watches, eyewear, smartphones, perfumes, furniture, clothing, sports accessories, golf & utility carts, signature beverages, 5-star boutique hotels, real estate projects, coffee shops and brand restaurants.. For 38 years, Tonino Lamborghini has been a byword for Made in Italy lifestyle, always staying true to the tradition and story of the Lamborghini family,. All of the brand's products are characterised by the "raging bull" trademark on a red background. Tonino Lamborghini's mission is very clear: to export the Italian passion and spirit through unique and distinctive products inspired by the Italian industrial design and the mechanical heritage of the Lamborghini family. An uncompromising design, innovative style and Italian taste, together with the legendary heritage of a timeless myth: these are the values that characterise Tonino Lamborghini's trademark and conquer the love of its clients worldwide. Today, Mr Tonino Lamborghini is supported in the management of the company by his first-born Ferruccio (born in 1991), vice-president and CEO of Tonino Lamborghini, who inherited the name of his famous grandfather, along with his love of speed (he won 2012's Italian Motorcycle Speed Championship).

For more information:

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