



GIGLIO GROUP SEALS A NEW DEAL WITH MENSWEAR BRAND DEL MARE 1911

Milan, 15 July 2019 - **Giglio Group**, 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 **Del Mare 1911**, historic brand from Milan with more than 100 years of experience in the menswear sector.

Del Mare 1911 chose Giglio Group to expand its digital business both on their own e-store and on the world's main marketplaces.

Giglio Group will be providing a comprehensive management service, launching and supporting **Del Mare 1911**'s products, other than ensuring a strategic and competitive online positioning. Through its technological platform, Giglio Group allows its clients to distribute their own products on Europe, Canada, United States of America And China's main marketplaces, ensuring the uniqueness of a "complete-supply-chain" online service with a guaranteed 100% sell-through rate.

Alessandro Giglio, Chairman and CEO of Giglio Group, declared: *"We are working hard, our goal is to become soon enough the biggest digital supplier of Made in Italy products worldwide. The deal with Del Mare 1911 makes us proud, because the brand represents an historical Italian excellence who saw in our Group a great opportunity for further development."*

Alessandro Santamaria, Managing Director Digital & Strategy, declared: *"This partnership is but the last of a long series, and it proves that cutting-edge technology and penetration capacities are the right recipe to bring unique and distinctive Italian products to the world"*.

Cavalier Del Mare, Legal Representative of Del Mare 1911, commented: *"This deal with Giglio Group allows our historical brand to complete its expansion on the international market, also through digital channels, which are nowadays fundamental to our expansion worldwide"*.

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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