



HARMONT & BLAINE PUSHES ON DIGITAL AND OMNI-CHANNEL MARKETING: NEW GLOBAL PROJECT WITH GIGLIO GROUP

Milan, 24 October 2019

Harmont & Blaine and Giglio Group are glad to announce the signing of an important agreement that entrusts to the latter the exclusive management of the e-commerce activities of the former on an international scale, as well as the development of an innovative omni-channel marketing project within Harmont & Blaine's sales outlets.

The agreement provides for the complete outsourcing of all e-commerce activities to Giglio Group. Moreover, the strategy is aimed at developing an omni-channel project that, thanks to its exclusive technology, shall be able to provide the brand with all those features capable of integrating efficiently and effectively all physical sales outlets with the e-store, thus enriching and customising the sales experience of its consumers.

The first step of the project involves the creation of a new website by early November. Thanks to the 4 hubs of the digital provider and the advanced technology reached by the Group, the brand shall improve not only its sales experience, but also its efficiency on foreign markets, which already represent a major slice of its online business.

The agreement is part of a broader and important growth pattern that both brands envisage for the coming years, turning the agreement into a strategic collaboration both for Harmont & Blaine and Giglio Group.

Paolo Montefusco, CEO of Harmont & Blaine SpA, declared: *"For several years now, Harmont & Blaine has been focusing on the digital market, recording significant growth trend for online sales: +30% in 2017 and +39% in 2018. In 2019, too, our performance was extremely good, with +30% YTD for online sales, and we believe that this is just the beginning. Thanks to this new, major project, and to Giglio Group's know-how, we will surely be able to further boost not only our online sales but also the whole sales network, thus offering a more and more contemporary and dynamic experience to our consumers."*

Alessandro Giglio, CEO and Chairman of the Group, commented: *"I am glad to announce this collaboration with a famous Italian company such as Harmont & Blaine: for us, this is yet another confirmation of our important and recognised presence in the strategic Fashion market segment."*

Alessandro Santamaria, Managing Director, commented: *"Our partnership with H&B represents an important challenge for the growth and consolidation of the brand's digital positioning, a challenge that we accepted with enthusiasm by developing an innovative omni-channel strategy capable of increasing the sales of all distribution channels, both physical and online, thanks also to important CRM logics."*



Information on Harmont & Blaine SpA

Harmont & Blaine - the Italian company characterised by the signature Dachshund's logo - produces and distributes high-end smart and upper-casual clothing for the premium segment of the market.

With a 2018 turnover of € 93 million, more than 500 direct employees and more than 1,000 downstream activities, Harmont & Blaine S.p.A.'s headquarters are in the province of Naples. The brand is extremely well known both in Italy and abroad for its ability to interpret the Mediterranean lifestyle, with collections characterised by high quality and constant research for new colours, forms and materials that can meet the needs of a more and more demanding and conscious international consumer's profile. Harmont & Blaine boasts more than 140 monobrand sales outlets and shop-in-shop in Italy and the rest of the world, with some of them in Milan, Naples, Capri, Portofino, Paris, Cannes, Dubai, Doha, Miami, Mexico City, Panama, Santo Domingo, Cartagena, Hong Kong and Shanghai.

On October 2014, the Company opened its share capital to the Clessidra investment fund.

Information on Giglio Group:

Founded by Alessandro Giglio in 2003 and listed on the STAR segment of Borsa Italiana ever since 2018, Giglio Group is the leading company for the design, creation and management of high value-added e-commerce platforms in Italy for Fashion, Design, Lifestyle and, more recently, Food sectors. The Company is based in Milan, but it is also present with offices in New York, Shanghai, Hong Kong, Rome, Lugano and Genoa. Thanks to its remarkable expertise, Giglio Group accompanies its customers in the online distribution of their products through a unique platform, starting from the implementation of fully tailor-made and managed monobrand e-store. Moreover, the Company integrates its business with the dedicated placement on main marketplaces worldwide, ensuring the online management of both new collections and inventories stock. The uniqueness of a “complete-supply-chain” online service thus ensures a 100% sell-through rate.

For further information:

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