



GIGLIO GROUP ENTERS THE JEWELLERY SEGMENT: NEW DEAL WITH MABINA SRL FOR THE BRAND KIDULT

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After conquering the fashion sector, **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 new deal with an important company in the jewellery sector, **Mabina Srl**.

The company from Milan - founded in 1999 by a family of jewellers for three generations and now a leading Italian firm specialised in the design, production and marketing of trademarks - chose to create a collaboration with **iBox Digital** for its brand **Kidult**, in order to widen its e-commerce area and develop its business also on Marketplaces.

Kidult is the concept brand of the jewellery house, and just a few years after the launch of it "Life Collection", it became a point of reference in the fashion jewellery market, easily attaining some of the best business results in the sector.

Alessandro Santamaria, Giglio Group's Managing Director Digital & Strategy, commented: *"We are elated with this deal, as it is our access point into the jewellery industry. Our collaboration with Mabina Srl developed a great synergy right from the start, which will allow us to accompany our partner in its expansion process. The iBox team is comprised of experts from the sector with a know-how acquired within luxury firms: this specialisation allows us to manage on a daily basis the presence of the clients on various platforms, maximising their revenues in terms of sales and image."*

Francesco Songa, CEO of Mabina Srl, added: *"I am glad to begin this collaboration with an important partner such as Giglio Group, who is capable to understand and respect the specific needs of a jewellery company such as ourselves. We are confident that by investing in an online sales' optimisation strategy will allow us to grow significantly on the digital channels."*

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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