

Miroglio FASHION

PRESS RELEASE

LORENZO DOVESI CHIEF OPERATIONS OFFICER OF MIROGLIO FASHION

**The manager will head up the Supply Chain and Logistics area activities
within the number three womenswear company in Italy**

Alba, 29th October 2018 – **Miroglio Fashion**, the Miroglio Group's womenswear company, has appointed **Lorenzo Dovesi** as its **Chief Operations Officer**. In this role the manager will run the Supply Chain and Logistics organizations and operations, interfacing directly with CEO Hans Hoegstedt.

Born in Bologna in 1973, after graduating with a degree in Engineering and a Masters in Management from Bocconi University in Milan, Lorenzo Dovesi began his professional career in the world of fashion with Bruno Magli in 2003. In 2006 he joined the Armani Group, and then Giorgio Armani where he stayed until 2016, holding increasingly important positions leading to his taking on the roles of Worldwide Logistic Director, Chief Operations Officer and Industrial Director. From 2016 to July 2018 he was Benetton Group Chief Operations Officer.

Hans Hoegstedt, Miroglio Fashion CEO, comments on the appointment: *"It gives me great pleasure to welcome Lorenzo Dovesi: his arrival is an important step on our new path at Miroglio Fashion, which focuses on greater brand distinctiveness and general upgrading of the offering. Lorenzo brings with him a wealth of experience and market awareness built up over 15 years, first in the luxury sector and then in the value segment: this combination will be invaluable in contributing to creating emotion-packed fashion at the right price"*.

A further investment by Miroglio Fashion in one of the company's higher value-added areas, with the aim of continuing to provide customers collections of quality and uncompromising excellence both from a technical-stylistic point of view as well as in terms of delivery and support.

Miroglio Fashion

Miroglio Fashion is the company in the leading textiles and apparel **Miroglio Group** - founded in 1947 - which is specialized in womenswear. Today it is the number three company in Italy in this market. It creates, produces and distributes 12 brands through 1,100 branded sales outlets, 6 e-commerce websites and a wholesale network of 2,300 stores.

Miroglio Fashion is known for its Motivi, Elena Mirò, Fiorella Rubino, Oltre, Caractère, Luisa Viola, Diana Gallesi and Per Te by Krizia brands, as well as the new Tailoritaly start-up. In partnership with Turkish group Ayaydin it produces the Ipekyol, Machka and Twist collections.

Miroglio Fashion's growth path draws on the qualities that have made Italian entrepreneurship great, such as focusing on people, distinctive brand offerings, attention to detail, and an intimate, humane shopping experience, all backed up by latest generation technology.

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