



mötivi

## PRESS RELEASE

The textile and clothing Group is partner of the "Marilyn Monroe, the woman behind the myth" exhibition in Turin

### Miroglio Group for Marilyn, the fabric of legends

*CEO Daniel Winteler, "Industry of fashion and culture: from contamination to experimentation of new forms of partnership."*

Decades of experience in the textile and fashion sector is the pivotal point for the partnership that intertwines the **Miroglio Group** and Turin Museum Foundation in the project for the exhibition "*Marilyn Monroe, the woman behind the myth*", at Palazzo Madama from 1 June to 19 September 2016.

The **Textile** division of this Group from Alba has brought its own special touch to the visitor itinerary with *bespoke attire* for the exhibition. The precious exhibits are accompanied by photos and words reproduced on fabrics and metals using new generation digital printing and transfer technology, a process with high environmental sustainability, entirely made in Italy.

The main partner of the exhibition is the Miroglio brand **Motivi**, inspired by this all-time icon in production of a glam, romantic, feminine capsule, perfectly in line with the brand's DNA. Maxi dresses with pleats, midi skirts in make-up shades, and micro tops in satin and lace create an uber-feminine look that is rounded out with the icon Motivi garment, the black bomber jacket. Motivi will be dedicating its store windows in the main Italian cities to the exhibition, promoting it with a community that numbers over 2 million female consumers.

As Daniel Winteler, CEO of Miroglio Group explains, "*In collaboration with the Turin Museum Foundation, we have contributed our fashion knowhow and experience to make this an even better visitor experience. Through the Motivi brand, we are directly promoting an international-scope cultural initiative. Reciprocal contamination for the industry of fashion and culture, with experimentation of new forms of partnership.*"

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