

**MIROGLIO FASHION AND JAMILCO
SIGN LONG-TERM COOPERATION AGREEMENT
FOR ELENA MIRÒ IN RUSSIA**

Miroglio Fashion and Jamilco have signed a long-term cooperation agreement to develop Elena Mirò in Russia, Kazakhstan, Belorussia, and Armenia.

Miroglio Fashion, whose brands have been present in Russia for more than ten years, has decided to strengthen its policy of expansion in the country by targeting direct penetration through a partnership with Jamilco, a distributor with extensive know-how and in-depth knowledge of the market.

Jamilco is one of the leading fashion apparel & accessories distribution companies and a Master Franchise Operator across all channels of business: Retail, Wholesale & Distribution, E Com. Jamilco has been operating for 25 years in the market and has successfully launched and operated numerous International Fashion Brands. Jamilco has all the tools and expertise to launch, establish and expand Fashion Apparel & Footwear Brands in these territories. Jamilco helped many International Companies achieve and realize their goals in Russia.

"We are very pleased to forge this new partnership with Jamilco in Russia, which represents a decisive step forward in Miroglio Fashion's international development strategy", comments **Miroglio Fashion's CEO Hans Hoegstedt.**

"We are pleased and excited to collaborate with Miroglio Fashion to develop Elena Mirò in Russia. This marks Jamilco's entrance into the Curvy Fashion apparel segment which was missing from our portfolio" comments **Jamilco's General Director Kira Balashova.**

Miroglio Fashion and Jamilco have entered into an agreement valid for 10 years to develop **Elena Mirò** in Russia, Kazakhstan, Belorussia, and Armenia. Thanks to the partnership with Jamilco, Miroglio Fashion will expand the presence of the Brand in the above mentioned territories, with the goal of reaching more than 10 Elena Mirò mono brand stores by the end of 2022.

"This agreement constitutes a key moment in the growth of Elena Mirò on the Russian market" continues **Elena Mirò's Brand Director Martino Boselli.**

"We see a potential to grow the Brand in the Russian Market and are confident in making it a success" continues **Jamilco's Brand Director Olga Prokhorova.**

Elena Mirò

www.elenamiro.com

Elena Mirò was launched in 1985, and since the '90s has chosen to represent its values and philosophy through disruptive communication campaigns and original ideas, whilst always looking to highlight the femininity of every woman. Today Elena Mirò is the best-known brand in the curvy segment in Italy. A major force with a big reputation built up over 33 years of history through its collections, stores, image and various communication projects.

The brand is present in 28 countries with 244 branded stores (147 of which are in Italy) and 872 multi-brand stores (542 of which are in Italy) through wholesale channels. The main countries where Elena Mirò is distributed are: Italy, Spain, France, Germany and Russia.

Miroglio Fashionwww.mirogliofashion.comwww.mirogliogroup.com

The Miroglio Group is a leading Italian industrial company that operates in the fashion and textile industries on a global scale. The Group, founded in 1947, is also a great example of integrated logistics both in the fashion and textile.

Miroglio Fashion creates, produces and distributes 12 brands through 1,100 branded sales outlets, 6 e-commerce websites and a wholesale network of 2,300 stores. Today it is the number three company in Italy in this market.

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.

Jamilcowww.jamilco.ru

Jamilco is one of the leading companies in Russia for the distribution and marketing of Global fashion, lifestyle brands (apparel, footwear and accessories) with 25 years experience in the market.

In its 25 years of existence, Jamilco has introduced and operated Global Brands like Christian Dior, Hermes, Burberry, Swatch, Sonia Rykiel, Coach, Levis, Yves Salomon, De Beers and Chaumet.

Jamilco successfully continues its operation in the Russian market and is currently the official Exclusive Master Franchisee / Distributor partner for Global Brands like Salvatore Ferragamo, Wolford, New Balance, Timberland, DKNY, Juicy Couture, Marc O'Polo, Villebrequin, John Lobb.

Jamilco owns and operates more than 150 stores in Moscow, St. Petersburg, Ekaterinburg and Rostov on Don.

Jamilco also has a well developed Distribution Network, having a network of 300 dealers and delivering to more than 500 Point of Sales across Russia, Kazakhstan, Belorussia and Armenia.

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