

## MIROGLIO GROUP

The Miroglio Group is an Italian industrial company operating since 1947 in the textiles and fashion sectors. The Group operates in 34 countries through 49 companies and 4 industrial sites.

Through the companies Miroglio Fashion, Miroglio Textile and M2Log, the Group operates in the following areas:

- **Fashion:** creation and selling of **12 women's fashion brands** distributed throughout a network of **1,188 mono-brand retail stores**, **2,400 trade clients with multi-brand stores** and a significant presence in the most important international department stores.
- **Textile:** recognized leadership at the European level in the **printed textile**, and consolidated international presence on the following market shares: **solid dyed textiles**, **yarns**, and **transfer printing** with more than **3,000 business clients**.
- **The Supply Chain Management:** providing specialized services in sourcing and logistics sectors linking the different activities of the fashion and textile divisions. Through a direct management of the whole organization, the Miroglio Group leads the entire **value chain**: starting from the raw materials to the finished garment, until reaching the multi-channel retail stores.

## Miroglio Fashion

Miroglio Fashion is part of the Miroglio Group and deals with **creating, producing** and **distributing** throughout the world 12 womenswear brands:

<b>Motivi</b>	<b>Elena Mirò</b>	<b>Fiorella Rubino</b>	<b>Oltre</b>
<b>Caractère</b>	<b>Per Te by Krizia</b>	<b>Diana Gallesi</b>	<b>Luisa Viola</b>
<b>Ipekyol</b>	<b>Machka</b>	<b>Twist</b>	<b>Tailoritaly</b>

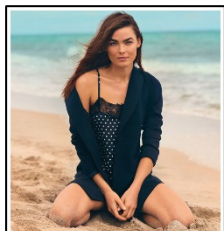
*“Women, our passion, our work”*



Miroglio Fashion means know-how based on a wealth of experience, bringing **artisanal culture**, attention to detail and the new world of **3D technology** together with a great capacity to work on product and fit, through to industrialization and distribution across a vast network.

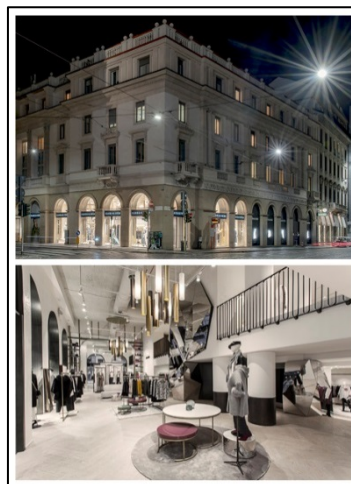
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At the heart of Miroglio Fashion lie the **65 stylists, 42 pattern-makers** and **11 seamstresses** capable of creating ever more up-to-date and accessible collections.



The **brand strategy** envisages carefully **focusing** on the individual brands. This has led Miroglio Fashion to concentrate on working on their identities to achieve distinctive offerings and more customized styles. The **new brand identities** are backed by the development of new store concepts, and the launching of major press, radio, web and poster communication campaigns.

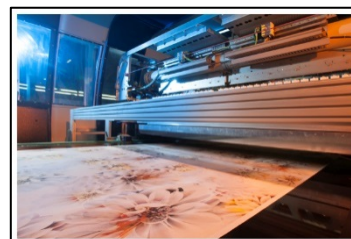
The **brands are distributed** through several channels, including **1,188 branded sales outlets**, providing more than 10 kilometres of shop window frontage. These are complemented by over 2,400 multi-brand stores and the e-commerce channel. A major refurbishment plan dubbed “**300 in 300**” provides for the restyling of 300 sales outlets in 300 days throughout Italy and in Europe.



Major investment in **technology** and partnerships for **Miroglio Retail 4.0**: a series of innovative activities, from **RFID** tag-tracking technology and the “**Smart Checkouts**” project implemented with Oracle throughout the chain of stores, through to “**Borsino**” which combines artificial intelligence and staff expertise in the replenishment of the central warehouse and the exchanging of garments between stores.

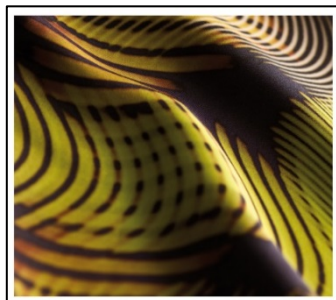
## Miroglio Textile

Founded in Alba in 1947, Miroglio Textile operates with three production plants in the sectors: **fabrics, yarns, transfer printing**. The investments in technological research and innovation in the last four years amounted to more than 30 million Euros, contributing to make Miroglio Textile one of the main European players.



Our excellence points:

- Guarantee of a totally traceable and 'made in Italy' printing production
- Italian creativity, design and know-how
- Historical heritage of over 50,000 patterns
- Creation of over 3,500 patterns a year
- Production capacity of over 50,000,000 metres a year
- Service customisation, with the chance to adapt creativity and pattern sizes according to customers' needs
- Service, printing and delivering speed
- Great care for social responsibility and eco-sustainability issues.



## **Sublitex**

In 1976 the Miroglio Group created a new business unit, with the aim of exploring the world of **transfer printing**. **Sublitex** was then born, today one of the most relevant companies in the world of transfer technology, able to transfer any pattern or design onto paper and film, ennobling materials such as: fabric, leather, PVC, aluminium and steel (COILS).

## **Filature Miroglio**

Set up in 1981 in order to meet the Group's needs, the Yarns branch has rapidly evolved to become a leader on external markets as well. The area specializes in the processing of **cotton-discontinued yarn** whose production is carried out in the Tunisian plant of Boumerdes.

## **Supply Chain Management**

The Supply Chain Management division is able to satisfy the demands of the business client **in the single stages as well as in the whole process** of the textile-clothing supply chain, from the yarn to the finished garment:

- Spinning;
- Ennobling (printed and solid dyed textiles);
- Style research;
- Model and prototype realisation;
- Garment production;
- Management of transport and logistics.

Integrated "door-to-door" delivery services are supported by M2Log, a spin-off of the Miroglio Group which owns two logistic sites in Piedmont (counting a total surface of 90 thousand square metres), and it avails of logistic platforms in Brazil, Russia and China.

## **International partnerships**

The Miroglio Group has always paid particular attention to the evolution of the global market. It can now count on an important international partnership: **Ayaydin Group** in Turkey.

In 2008 the Miroglio Group took over 50% of the **Ayaydin Group**, one of the most prestigious and dynamic Turkish companies in the fashion sector. Born in 1986, Ayaydin has grown over the years a solid presence in the domestic market and a good one in Central Asia and the Middle East, delivering its collections through single brand stores and in the main department stores.

## **Fondazione Elena e Gabriella Miroglio**

Born in 1973 under the name 'Fondazione Opera Elena Miroglio' according to her own will and that of Commendator Giuseppe Miroglio. In 2007 it turned into **Fondazione Elena e Gabriella Miroglio**, still promoting and realising social, health and cultural care activities, mainly addressed to the Miroglio Group employees (economical and health support), their children

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(kindergartens, summer camps, scholarships) and retired workers (travels, sport and recreational activities).

After turning into an Onlus (non-profit organisation), the Foundation also develops activities of social support addressing outside realities, contributing to the state health institutions and to highly valuable aid projects all over the world.

For more information visit: [www.mirogliogroup.com](http://www.mirogliogroup.com)