

MIROGLIO GROUP

The Miroglio Group is an Italian industrial company which has been operating in the textile and fashion sectors since 1947. The Group is present in 22 countries through 37 companies and 4 production sites.

The Group operates in the following areas through its companies Miroglio Fashion, Miroglio Textile and M2Log:

- **Fashion:** the creation and marketing of **12 women's fashion brands** distributed throughout a network of **1,100 branded retail stores**, **2,300 trade clients with multi-brand stores** and a significant presence in the leading international department stores.
- **Textiles:** acknowledged European leadership in **printed fabrics**, and an established international presence on the **solid fabric**, **yarn** and **transfer print** markets, with more than **3,000 business clients**.
- **Supply Chain Management:** specialized services in sourcing and logistics, integrating the various activities of the Fashion and Textile divisions. Through direct management of the whole organizational system, the Miroglio Group controls the entire **value chain** in the textile-apparel sector: from yarn to finished garment, right through to the multi-channel retail.

Miroglio Fashion

Miroglio Fashion is the Miroglio Group company specializing in womenswear. Today it is the number three company in Italy in this market. It **creates**, **produces** and **distributes** 12 fashion brands throughout the world:

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

“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.

MiroglioGROUP

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 identities of the individual brands to deliver 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 to achieve an ever better shopping experience.

The **brands are distributed** through several channels, including **1,100 branded sales outlets** providing more than 10 kilometres of shop window frontage. These are complemented by over 2,300 multi-brand stores and the e-commerce channel. Since 2017 a major refurbishment plan dubbed “**300 in 300**” has involved the restyling of 300 sales outlets in 300 days throughout Italy and in Europe. The number of revamped stores is expected to reach 415 by the end of 2018.



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

The **Miroglio Fashion Solutions** business unit identifies and supplies integrated B2B solutions for companies in the fashion sector.

Miroglio Textile

Founded in Alba in 1947, Miroglio Textile operates with three production plants in the **fabrics, yarns and transfer printing** sectors. Investment over recent years in technological research and innovation has amounted to more than 30 million Euros, contributing to making Miroglio Textile one of the leading European players.



Our points of excellence:

- Guaranteeing fully-traceable, 'made in Italy' print production;
- Italian creativity, design and know-how;
- Historical archive of more than 50,000 patterns;

- Creation of over 3,500 patterns a year;
- Production capacity of over 50,000,000 metres a year;
- Customized service, adapting creativity and print sizes to customers' needs;
- Fast service, printing and delivery;
- Great attention to issues relating to social responsibility and eco-sustainability.



Sublitex

In 1976 the Miroglio Group created a new business unit with the aim of exploring the world of **transfer printing**. Today **Sublitex** is one of the most important companies in the world of transfer technology, capable of transferring any pattern or design onto paper and film, giving a high-grade finish to materials such as fabric, leather, PVC, aluminium and steel (COILS).

Filature Miroglio

Set up in 1981 to meet the Group's own needs, the spinning mills division has rapidly evolved to become a leader on external markets as well. The area is specialized in the processing of **spun staple yarn**, which is produced by Filature Miroglio in its Tunisian plant at Boumerdes.

Supply Chain Management

The Supply Chain Management division is able to meet the needs of business clients in **both separate steps and the entire textile-clothing supply chain process**, from yarns to finished garment:

- Spinning;
- High-grade finishing (printed and solid fabrics);
- Stylistic research;
- Styles and prototypes;
- Garment production;
- Management of transport and logistics.

Integrated "door-to-door" logistics services are supported by M2Log, a Miroglio Group spin-off which has its own two logistics hubs in Piedmont (for a total surface area of 90 thousand square metres), as well as logistics platforms in Brazil, Russia and China.

International partnerships

The Miroglio Group has always paid particular attention to developments in the global market, and can now count on a major international partnership with the **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. Set up in 1986, over the years Ayaydin has developed a strong position on the domestic market and is well-established in Central Asia and the Middle East, distributing its collections through branded stores and in the leading department stores.

Fondazione Elena e Gabriella Miroglio

Established in 1973 as 'Fondazione Opera Elena Miroglio' in accordance with the wishes of Elena and Commendatore Giuseppe Miroglio, since 2007 **Fondazione Elena e Gabriella Miroglio** has continued under its new name to promote and deliver welfare, healthcare and cultural activities aimed mainly at Miroglio Group employees (financial support and healthcare), their children (nursery schools, summer camps, scholarships) and retired workers (travel, sport and recreational activities).

Since being transformed into a non-profit organisation, the Foundation has also developed social service activities abroad by contributing to healthcare facilities and high-value aid projects in various parts of the world.

For more information, go to: www.mirogliogroup.com