

PRESS FOLDER

MIROGLIO GROUP



The Miroglio Group is an Italian concern, which has been operating since 1947 throughout the women's fashion and retail. It is present in **22 countries** through **37 companies** and **3 production sites**.

The Miroglio Group is active in the areas of **fashion**, **textiles** and **logistics** through its various companies.

MIROGLIO FASHION



This is the Miroglio Group company specialized in womenswear. It creates, produces and distributes **10 brands** through **900 branded sales outlets** with over 10 km of shop window frontage, **2,200 trade clients** with multi-brand stores, and a significant presence in leading **international department stores**.

Miroglio Fashion is known for its **Motivi**, **Oltre**, **Fiorella Rubino**, **Elena Mirò**, **Caractère**, **Luisa Viola** and **Diana Gallesi** brands. In partnership with the Turkish group **Ayaydin** it produces the **Ipekyol**, **Machka** and **Twist** collections.

Acquiring ever-increasing importance in supporting and integrating the traditional sale channels are the new **e-commerce** tools, with **5 proprietary e-stores**, a presence on the main marketplaces, and a growing focus on CRM - Customer Relationship Management. The company has also strengthened its omnichannel approach, and integrated the different sales avenues with a multi-channel strategy.

In 2008 the Miroglio Group acquired 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 it is well-established in Central Asia and the Middle East, distributing its collections through branded stores and in leading department stores.

MIROGLIO TEXTILE



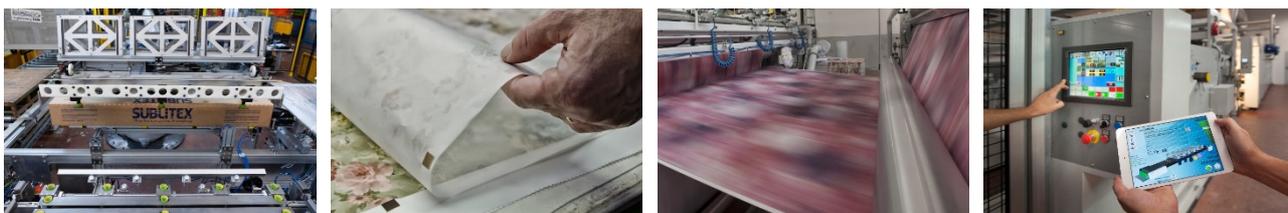
This is the company in the Group, which operates on the international markets in **solid** and **printed fabrics** and **yarns**, with 3 production plants.

Among its fields of excellence: guaranteeing fully-traceable, made in Italy print production; Italian creativity, design and know-how; speed and customization of service.

Miroglio has amassed a historic library of **more than 65,400 designs, 50,000 sketches, 83,000 swatches, 26,500 engraved cylinders** and **4,000 books** which represent its most authentic know-how. This Archive is a historic legacy that continues to inspire the future through the eyes of designers and illustrators.

With its M360 division, Miroglio Textile backs up its production of printed fabrics by offering its clientele an all-round, fully-finished garment supply service. Starting from the development of the prototype based on an organic 3D study, it supports the customer with a technical and style team capable of identifying the best solution to each and every creative and production need during each step in the process. M360's operations adhere to the latest efficiency and sustainable environmental impact criteria.

SUBLITEX



Established in 1976, this is a major global player in the **transfer print sector (transfer paper and technical film)**, with an annual output of 60 million square metres entirely produced in its Alba plant using **water-free, energy-saving** processes for both digital and traditional rotogravure printing.

Producing for the textiles, fashion, sportswear, accessories, furnishings and building sectors, alongside its classic transfer paper for application on fabric Sublitex's range also includes: **Sublitouch**, a "textured" effect film for decorating aluminium doors and windows, **Decotrans**, a printed film finish for aluminium and synthetic materials, **Texcover** for decorating architectural and furnishing materials, and the enhancing resin film coatings **Foils**.

M2LOG



Integrated logistics services are provided by M2Log, the Miroglio Group company which has its own two logistics hubs in Piedmont covering a total surface area of 90 thousand square metres, as well as logistics platforms in Brazil, Russia and China. M2Log handles 20 million garments and 20 million metres of fabric every year.

CORPORATE SOCIAL RESPONSIBILITY



The Miroglio Group already believed in the value of sustainable development long before it became fashionable, and it continues to do so today: innovating processes, investing in new technology, involving suppliers and partners, obtaining certifications that demonstrate this commitment.

Its ethical principles and rules of conduct are stated in a Code of Ethics which all the companies in the Group are bound to comply with at all corporate levels in both their internal relations and their relationships with customers and stakeholders in Italy and all the countries it operates in.

FONDAZIONE ELENA E GABRIELLA MIROGLIO



It was established in 1973 as “Fondazione Opera Elena Miroglio” in accordance with the wishes of Elena and Commander of the Italian Republic Giuseppe Miroglio, since becoming the **Fondazione Elena e Gabriella Miroglio** in 2007. It promotes and delivers **welfare, healthcare and cultural activities** aimed in particular at Miroglio Group staff, their children and retired employees.

The Foundation is also engaged in social service activities abroad, contributing to healthcare facilities and high-value aid projects in various parts of the world.