





## PRESS RELEASE

### TRIBOO AND INTERNATIONAL LUXURY GROUP SIGNED AN AGREEMENT TO SET UP A JOINT VENTURE IN DUBAI

**The partnership with a prestigious player, leader in the luxury goods worldwide distribution, further strengthens the international presence of Triboo**

Milan, 16 April 2019

**Triboo** - player in the e-Commerce & digital advertising sector, listed on the MTA of the Italian Stock Exchange – through its subsidiary Triboo Digitale S.r.l., and **International Luxury Group**, through its subsidiary **Swiss Watch Group DWC LLC**, leading company in the luxury field in the Middle East and Africa, have signed an agreement to set up an equal joint venture, based in Dubai, for the development of digital services.

These services mainly include digital consulting, digital marketing, e-Commerce, media and content production, data management platform, customer care, training courses, real time analytics, client management and CRM integration, as well as logistics, products and services for stores in the region.

**Triboo** in its portfolio holds major Italian and international fashion and luxury brands, with a strong orientation towards export.

**International Luxury Group (ILG)** is a global player in licensing, design, development, manufacturing & distribution of fashion accessories of brands such as: Aigner, Saint Honoré, Cerruti 1881, Police, Timberland, Swiss Military Hanowa, Hanowa, Superdry, Daisy Dixon, Cath Kidston, French Connection.

The operation will allow Triboo Group to strengthen its international presence in high growth markets and to promote fashion, retail and luxury brand enhancement through e-Commerce.

*“Through this partnership with an important international group as ILG, Triboo is one of the first companies to have signed a joint venture in the digital sector in the Emirates. GCC Countries have a huge untapped potential in e-Commerce and in Digital services. Thanks to this JV the aim is to take this opportunity, becoming a leader in luxury and fashion e-Commerce in the Region.”* – commented **Riccardo Maria Monti**, Executive Director of Triboo.



## †TRIBOO ABOUT TRIBOO SPA

*Triboo S.p. A., a company listed on the MTA, is a Digital Transformation Factory that supports its customers in the opening and management of digital businesses all over the world. With its 500 professionals, outstanding services and international network, Triboo is a “one stop solution” that assists companies in their digital transition with an integrated range of Digital Consulting, Digital Marketing, Digital Integration and Development, e-Commerce Management, Content Development, Audience Monetization, and Training services.*

For further information:

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