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WORLD SEEN THROUGH THE EYES OF
CHILDREN

Testo del comunicato

Vedi allegato.

GIGLIO.COM

PRESS RELEASE

ALL KIDS HAVE TALENT THE FASHION WORLD SEEN THROUGH THE EYES OF CHILDREN



A fashion campaign created by the children of the Noce district of Palermo (Sicily) for GIGLIO.COM

GIGLIO.COM'S FASHION CAMPAIGN ENTIRELY CREATED BY THE CHILDREN OF THE NOCE DISTRICT OF PALERMO (SICILY) TO PROMOTE THE COLLECTION IN COLLABORATION WITH THE PAURA FASHION BRAND TO SUPPORT THE NON-PROFIT ORGANIZATION 'A STRUMMULA AND ITS PROJECTS AIMED AT FIGHTING EDUCATIONAL POVERTY

Palermo, December 19, 2022 – GIGLIO.COM (**Company** or **GIGLIO.COM**) company operating in the online sales sector for multi-brand luxury fashion, confirms its commitment to social inclusion with the **All Kids Have Talent** project, in collaboration with the non-profit organization 'a Strummula.

The aim of the project is to offer children and young people exposed to the risk of educational poverty, the possibility of developing their inner talents, and discovering new training and education opportunities, different from the ones they traditionally imagined or to which they think they can aspire.

All Kids Have Talent is GIGLIO.COM's fashion campaign entirely created by children of the Noce district of Palermo to promote the capsule collection, inspired by their drawings and created in collaboration with the Paura fashion brand. Proceeds from sales will be entirely donated to the organization to support educational practices aimed at fighting educational poverty.

A CHILDREN-FRIENDLY PHOTO SHOOT

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After taking part in workshops held by the experts of [GIGLIO.COM](https://www.giglio.com), the children had the chance to put their talent and skills into practice with the styling, make-up, set design, photography, and digital design of a real fashion campaign.

The children created the project mood board, provided the make-up inspiration, studied the styling, and photographed the models. The project revolved around the *Gym Party* theme as a spin-off of the Balletcore trend.

THE SEA AND ITS BEAUTIES: THE PAURA CAPSULE COLLECTION INSPIRED BY THE CREATIVITY OF YOUNG TALENTS

The Sea and its Beauties is a capsule collection created by the Paura fashion brand. In collaboration with the non-profit organization 'a Strummula, the children of a Sicilian Bengali school were asked to draw the meaning of the SEA according to their imagination.

The designer Danilo Paura, the creative partner for this project, chose the drawing of Nihat, of the children involved in the project, and transformed it into a leitmotiv for a bowling shirt and a t-shirt.

GIGLIO.COM confirms its social commitment, this time operating in Sicily, its own territory, making a significant contribution to the local social fabric. *"Carrying out this project has been an emotional experience for us. The children have demonstrated to have enormous potential and talent that only need to be discovered and nurtured, regardless of their social, cultural, and economic context. Through this first-hand experience, we learned that the key to fighting educational poverty is offering children the right opportunities and incentives to express themselves.*

"With this initiative, we wanted to discover the outcome of including a child in an adult context. We wanted to experience the magic of an uncontaminated point of view and a language that was as spontaneous as possible. Among other objectives, we wanted to give resonance to the 'a Strummula mission and to their educational approach aimed at the development and well-being of the community". - declared **Giuseppe Giglio, President and CEO of GIGLIO.COM**

'a Strummula - non-profit organization operating in Palermo (Sicily) that carries out civic, solidarity, and social projects, has included the *All Kids Have Talent* project with GIGLIO.COM in their training activities aimed at social inclusion. With this project, they gave children the opportunity of becoming designers, photographers, or stylists for a day.

"We accepted the collaboration with GIGLIO.COM and considered it as a segment of a more long-term project, where children and young people are involved in multiple initiatives aimed at developing their life skills, making them more resilient, and helping them build their own identity.

We strongly believe that education should not be relegated to educators and teachers, but to all of us. In fact, we all have an educational responsibility toward children and young people, and this collaboration proves this point.

GIGLIO.COM has allowed the children to discover a world they had never seen or experienced before. We sincerely hope that this experience can help raise awareness

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of educational poverty and that will facilitate future alliances and education practices on issues related to childhood and adolescence, especially between the non-profit and profit worlds.

*We would like to thank GIGLIO.COM for the sensitivity, commitment, and professionalism with which its collaborators approached this project and the children involved". - said **Salvo Massa, educator and president of 'a Strummula.***

Paura - Made in Italy brand born from the vision of Danilo Paura - designed the non-profit collection inspired by Nihat's drawing, allowing the children to see their creativity transformed into a real fashion collection.

*"In carrying out this project, we tried to remain as neutral as possible: the clothes become clean sheets on which children can pour out their imagination. The viscose panels represent a canvas that wants to transmit a message. The social cause is the main character, not the mere design". - said **Danilo Paura, founder of the Paura by Danilo Paura fashion brand.***

This press release is available in the Investors/press releases section on GIGLIO.COM

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GIGLIO.COM

GIGLIO.COM - a Company operating in the online sales sector for multi-brand luxury fashion on a global scale - is a style destination that reaches its customers in over 150 countries, featuring some of the most prestigious fashion and luxury brands for women, men, and kids. The Company was founded in 1965 by the Giglio family, owner of high fashion boutiques in the city of Palermo, and in 1996 became the first online fashion store in Italy, placing itself among the pioneers of the sector in Italy. GIGLIO.COM is an international e-tailer active in the fashion & luxury sector thanks to a proprietary technology, developed and managed internally through innovative technologies. Today, GIGLIO.COM is a community of independent boutiques that share the same values by constantly committing themselves to the search for beauty and innovation offering collections by the most creative and iconic designers.

'a Strummula

'a Strummula is a non-profit organization founded in Palermo (Sicily) in 2009. Its interventions are based on an educational and pedagogical approach aimed at starting and facilitating social participation, social inclusion, active citizenship, intercultural and intergenerational dialogue processes. The mission of 'a Strummula is to increase the social cohesion of the local communities. It operates in the socio-educational, training, and cultural fields, carrying out projects aimed at

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promoting the culture of Rights and Health. It promotes networking, research, and the active involvement of beneficiaries right from the planning stage, in order to trigger virtuous and long-lasting processes.

PAURA BY DANILO PAURA

Paura by Danilo Paura is the materialization of a rebellious and romantic soul. Born in 2015, the brand represents an introspective journey through the unusual lens of the designer, a personal insight into his chaotic wardrobe. Music and youth become the central pillars of a brand in which streetwear and tailoring live harmoniously, creating versatile clothes, rigorously made in Italy.

For further information:

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