

Informazione Regolamentata n. 2116-8-2023	Data/Ora Ricezione 02 Maggio 2023 14:54:49	Euronext Growth Milan
---	--	-----------------------

Societa' : GIGLIO.COM  
Identificativo : 176204  
Informazione  
Regolamentata  
Nome utilizzatore : GIGLIO.COMN01 - FAVARETTO  
Tipologia : REGEM  
Data/Ora Ricezione : 02 Maggio 2023 14:54:49  
Data/Ora Inizio : 02 Maggio 2023 14:54:50  
Diffusione presunta  
Oggetto : GIGLIO.COM CELEBRATES A NEW ERA:  
THE NONNARCHY

*Testo del comunicato*

Vedi allegato.

# GIGLIO.COM

## PRESS RELEASE

### **GIGLIO.COM CELEBRATES A NEW ERA: THE NONNARCHY**

Founding pillar of the Mediterranean culture, GIGLIO.COM dedicates a communication campaign to grandmothers and analyzes their online shopping habits, more and more similar than ever to those of the new generations, and vice versa.

The rebirth of a quiet and timeless luxury.

Palermo, May 3, 2023 – GIGLIO.COM S.p.A. (“Company” or “GIGLIO.COM”), a company active in the online sales sector for multi-brand luxury fashion on a global scale, celebrates the matriarchy, or better, the *Nonnarchy*, with a campaign called *Embrace the Nonnarchy*: independent women, who dictate the rules, grandmothers are indisputably the most influential characters of the Mediterranean family.

GIGLIO.COM takes this opportunity to announce the results of an analysis conducted on the purchasing habits of senior women, regulars of the e-commerce platform which currently counts more than 125,000 active customers. In fact, female consumers over 60 exceed 10% of the total female users, a percentage that in 2019, one year before the pandemic, did not exceed 5%, as evidence of the fact that all generations have systematically embraced online consumption.

Among the typical purchasing behaviors of the senior generation - not very fascinated by fleeting trends such as logomania or the sneaker culture - we find easily predictable preferences: tailored outerwear and suits, cashmere knitwear, midi-length dresses and accessories with a classic and timeless silhouette such as ballet flats and loafers.

What is surprising, however, is the overlap with the younger generations. In fact, the analysis highlights contamination between two seemingly distant generations.

Gen Z suddenly loses interest in the excesses of contemporary trends and moves closer to timeless and effortless fashion, typical of the generations that preceded them. Some of the *bestsellers* of consumers *over 60*, include iconic pieces increasingly loved by young people too. Namely: the Max Mara Madame coat, the Roger Vivier Trompette shoes, the timeless Fendi Baguette, and the Etro paisley prints.

The affirmation of quiet luxury, and its rediscovered generational transversality, shows exceptional growth rates in 2023, compared to the same period of the previous year, by brands that make craftsmanship and timeless elegance their DNA, such as Brunello Cucinelli (which quadrupled their sales volumes), Saint Laurent (+98%) Fendi (+63%), Max Mara (+48%), Ferragamo (+31%).

It should also be noted that the same transformation can be seen in men's fashion, with a transversal demand that pushes the growth of brands such as Brioni and

# GIGLIO.COM

Brunello Cucinelli (which quadrupled their sales volumes), Giorgio Armani (+90%), Zegna (+56 %), Etro (+52%), Barbour (+50%) which show the same capacity for intergenerational attraction.

Finally, the analysis demonstrates a similarity in the choice of crafty fabrics and sustainable brands. The two generations embrace the *Nothing is lost, everything is transformed* philosophy, not only as one of the trends of the moment but with an awareness and a strong sensitivity towards environmental and social issues. A sign of the times that unites different generations and reveals a turning point in consumption habits.

*"Embrace the Nonnarchy is not just an editorial, it's not just a neologism and a song we composed. But rather a celebration of the most influential figure of the Mediterranean family: the nonna. Every day, in our offices, in our communication campaigns, and in our product selection, we strive to be a destination for everyone, a safe haven where you can feel at home, just as you would on a terrace overlooking the Mediterranean, a sea that has always united. The recent inclusion in the ESG ITA Growth Index, the first ESG basket for SMEs listed on EGM, rewards our efforts in this regard."* – commented **Giuseppe Giglio, President, and CEO of GIGLIO.COM.**

\*\*\*

The press release is available in the Investors / Press Release section of the GIGLIO.COM website.

\*\*\*

For the transmission and storage of Regulated Information, GIGLIO.COM S.p.A. uses the eMarket SDIR dissemination system and the eMarket STORAGE mechanism available at [www.emarketstorage.com](http://www.emarketstorage.com) managed by Spafid Connect S.p.A., based in Foro Buonaparte 10, Milan.

\*\*\*

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's business was founded in 1965 by the Giglio family, owners of high fashion boutiques in the city of Palermo, who in 1996 launched the first online fashion store in Italy, placing themselves among the pioneers of the sector in our country. GIGLIO.COM is positioned as an international e-tailer active in the fashion & luxury sector thanks to a proprietary platform, developed and managed internally with innovative technological solutions. Today, GIGLIO.COM is a community of independent boutiques that share the same

# GIGLIO.COM

values, dedicating themselves constantly to the search for beauty and innovation and proposing collections by the most creative and iconic designers.

## For more information:

### Contacts

#### **Investor Relation**

*GIGLIO.COM S.p.A.*

Laura Favaretto

Investor Relator

Via Solferino,7

20121 – Milan

+39 091 7339980

[ir@giglio.com](mailto:ir@giglio.com)

#### **Media Relation**

*Twister communications group*

Via Valparaiso, 3

20144 – Milan

+39 02 438114200

[giglio@twistergroup.it](mailto:giglio@twistergroup.it)

#### **Euronext Growth Advisor**

*Alantra*

Via Borgonuovo 16,

20121 – Milann

+39 02 6367 1601

[stefano.bellavita@alantra.com](mailto:stefano.bellavita@alantra.com)

Fine Comunicato n.2116-8

Numero di Pagine: 5