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Oggetto : GIGLIO.COM PRESENTS LIFESTYLE:
THE NEW AREA DEDICATED TO HOME
DECOR AND LEISURE

Testo del comunicato

Vedi allegato.

GIGLIO.COM

PRESS RELEASE

GIGLIO.COM PRESENTS LIFESTYLE: THE NEW AREA DEDICATED TO HOME DECOR AND LEISURE

Palermo, November 6, 2023 – GIGLIO.COM S.p.A. (**Company** or **GIGLIO.COM**) - company operating in the online retail sector for multi-brand luxury fashion on a global scale listed on Euronext Growth Milan managed by Borsa Italiana S.p.A. - announces its new business line with the release of its brand new Lifestyle area.

GIGLIO.COM continues its development path towards the diversification of its offer and opens a new area dedicated to home décor and leisure on its e-commerce platform, where its international customers - over 145,000 at the end of the first semester - will find the best furnishing accessories, designer tableware, high-tech accessories, textiles, books, and magazines. This launch - right at the beginning of the gifting season - will offer our active customers an additional reason to shop on the platform and at the same time will present a new engagement opportunity to new potential customers. The area will be accessible at the following link: www.giglio.com/eng/lifestyle/.

This offer will add to the already existing and increasingly rich areas: namely women, men, and kids, which are starting the holiday season with an almost-doubled catalog value compared to last year. The new area benefited greatly from the contribution of our Community Store, the community of over 200 boutiques that contributes to the construction of the GIGLIO.COM catalog, which continues to grow rapidly in 2023.

The launch of Lifestyle is part of a growth and investment plan that marked the path undertaken by GIGLIO.COM in 2023. As a matter of fact, this year, the Company released its new Android and iOS app, signed a partnership with Vestiaire Collective thus making its entry into circular fashion, and launched an *offline* communication campaign in the main tourist resorts of the Mediterranean area.

"Despite the difficult time that the entire industry is experiencing, we are proud to continue to grow and carry out new projects, while maintaining the course of our virtuous path that brings us closer to profitability, as confirmed by the excellent results of the first half of this year. The diversification towards home décor is the result of a careful market analysis that has revealed how fashion, home décor, and design have synergies and complementarities that target a well-defined category of customers." – commented **Giuseppe Giglio, President and CEO of 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 our country.

GIGLIO.COM is an international e-tailer operating 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 values by constantly dedicating themselves to the quest for beauty and innovation and offering collections by the most creative and iconic designers.

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