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Oggetto : GIGLIO.COM - INTRODUCING COMMUNITY
SHOPPING

Testo del comunicato

Vedi allegato

GIGLIO.COM

PRESS RELEASE

Introducing Community Shopping

The omnichannel infinite fashion catalog powered by GIGLIO.COM that connects hundreds of multi-brand stores

Palermo, January 9, 2025 – 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. - continues its journey of growth and innovation, announcing the launch of a new business line aimed at synergistically connecting its partner ecosystem.

After launching a new B2B organizational unit in 2024 to support the digitization of its partners, GIGLIO.COM is announcing a highly innovative project: **Community Shopping**. For the first time, an unlimited catalog of clothing items and fashion accessories is made available to multi-brand affiliated stores. This allows each partner to serve their physical boutique clientele by accessing this digital catalog in real time, featuring nearly 100,000 items per season.

Community Shopping creates an unprecedented synergy between multi-brand boutiques that will virtually share an *infinite fashion shelf*. The same catalog, which GIGLIO.COM's partners help build—and which the company publishes on its website for the benefit of over 150,000 customers around the world—will now serve, in a virtuous circle, the customers of their physical stores, increasing sales opportunities throughout the ecosystem.

In a complicated macroeconomic context that has forced multi-brand stores to reduce purchases of fashion collections both in depth and breadth, GIGLIO.COM offers them an extraordinary tool to cope with this contingency. The numerous partners currently affiliated with GIGLIO.COM will be able to address daily stock shortages of sizes and/or colors by purchasing products in real time through the Community Shopping platform managed by GIGLIO.COM. Once the item has been received at their store, they will be able to finalize the sale to their final customer.

In doing so, the partner boutique, through Community Shopping, achieves a double goal: generating additional revenue while simultaneously enhancing customer satisfaction by ensuring the availability of the items that might otherwise have been out of stock.

GIGLIO.COM establishes itself as a platform capable of significantly increasing its partners' business volume - both offline and online - with the goal of accelerating the acquisition of new partners by providing a unique service within the industry.

The project, officially launched today, has already been tested on a cluster of twenty of the two hundred partners affiliated with GIGLIO.COM, and has already supported the Christmas sales of the stores involved in the test.

"We launched the Community Store in 2016, with the precise idea of creating a community, an alliance of excellence capable of serving more than 150,000 customers around the world within the GIGLIO.COM platform in 2023. Our vision remains unchanged, and today we mark another milestone: stepping beyond the online platform to support in-store sales for our network of over 200 partners. We do this by giving them access to GIGLIO.COM's infinite

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catalog that they have helped to build. The GIGLIO.COM community leaves the digital world and becomes omnichannel, supporting the brick-and-mortar businesses of its ecosystem "– commented **Giuseppe Giglio, President and CEO of GIGLIO.COM**

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 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.

For further information:

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