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Oggetto : GIGLIO.COM Announces Shopping Season
Results: Double-Digit Growth Rates

Testo del comunicato

Vedi allegato

GIGLIO.COM

PRESS RELEASE

GIGLIO.COM Announces Shopping Season Results: Double-Digit Growth Rates

Revenue generated between November 1 and December 5 confirms a rebound in luxury and fashion consumption compared to the recent past.

Palermo, December 11, 2025 – GIGLIO.COM S.p.A. (**Company** or **GIGLIO.COM**) - a 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 sales results for the most intense shopping period of the year.

At a time when Bain forecasts a return to growth in global luxury goods demand in 2026, and as some of the most important luxury stocks are once again benefiting from analyst upgrades, GIGLIO.COM recorded a significant **12% increase in Gross Merchandising Value compared to 2024** during the critical period from November 1 to December 5, 2025, when consumers traditionally accelerate purchases ahead of the holiday season. In absolute terms, the GMV for the period exceeded 10.5 million euros.

These results were achieved despite unfavorable external factors, including a strong euro and the introduction of U.S. tariffs. In particular, the removal of the *de minimis* exemption threshold had a significant negative impact on cross-border trade. **Growth was therefore driven primarily by European markets**, where the Company has strategically focused its positioning. The Old Continent recorded a remarkable +22% with Southern Europe standing out in particular: Italy (+24%), Spain (+19%), Greece (+51%), and Portugal (+61%). Conversely, tariffs weighed heavily on purchases in the United States (-23%). However, the Company benefits from a favorable competitive position thanks to its forward-looking strategy of limited exposure to the U.S. market: in 2024, the United States accounted for only 6% of the Company's total GMV. Asian markets also recorded negative performance due to the strength of the euro.

Another key driver behind the strong performance was the Company's product positioning, which continues to strengthen in the high-end segment of the market. As a result, **the average selling price increased by 14%** compared to the same period in 2024.

A key factor in obtaining these results was **the expansion of the catalog ahead of Black Friday**, supported by the continuous growth of the Community Store, i.e., the network of commercial partners who actively contribute to the shaping of the overall offer. In addition, the company has proactively started to adopt **artificial intelligence solutions**, which have improved efficiency in both photographic production and product *go-to-market* processes, significantly increasing the value of the catalog offered to customers.

From a product category perspective, the colder weather experienced across Europe in recent weeks favored strictly winter-related products. Coats and boots were the categories that recorded the highest growth rates.

"We are very pleased with these results, especially in light of the geopolitical and economic challenges that continue to create a complex environment. Thanks to new AI technologies,

which we are beginning to apply in every single area of the Company, we look to 2026 with confidence, aiming to confirm revenue growth while maintaining cost control through increasingly streamlined operations and processes," commented **Giuseppe Giglio, President and CEO of GIGLIO.COM.**

This press release is available in the Investors / Press releases section on [GIGLIO.COM](https://www.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, owners 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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