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GIGLIO.COM

PRESS RELEASE

GIGLIO.COM debuts at Pitti Immagine Uomo

The Company will attend the Florence tradeshow alongside key fashion stakeholders to present an ambitious project designed to connect the fashion distribution chain through a unique, synergistic model

Palermo, June 12, 2025 – GIGLIO.COM S.p.A (**Company** or **GIGLIO.COM**) - a company operating in the online sales sector for multi-brand luxury fashion, listed on the Euronext Growth Milan managed by Borsa Italiana S.p.A., announces its participation in the 108th Edition of Pitti Immagine Uomo, which will be held from June 17th to 20th, 2025, at the Fortezza da Basso in Florence.

The participation of GIGLIO.COM is exceptional, as it marks the first time a *multi-brand e-tailer* has exhibited at the event since 2015. The Company's exhibition space (B20) will be prominently located at the main entrance of the Central Pavilion.

This presence alongside the world's most prestigious brands provides a strategic opportunity for GIGLIO.COM to introduce its innovative **Community Store** and **Community Shopping** ecosystem to key stakeholders in the fashion industry.

The Community Store model, first launched in 2016 to build a network of independent boutiques, was significantly enhanced in 2024 with the introduction of Community Shopping. This feature provides affiliated multi-brand stores with access to an endless, omnichannel fashion catalog powered by GIGLIO.COM.

The innovative platform combines technology, community, and customer service, allowing each partner to better serve their clients by providing real-time access to a digital catalog of 100,000 items per season, right from their physical boutique.

In a challenging macroeconomic scenario that has forced retailers to reduce the depth and breadth of their collection purchases, Community Shopping represents a redefinition of the shopping experience for both the physical store and the end consumer. Thanks to the GIGLIO.COM platform, affiliated partners can instantly resolve stock-outs of a specific size or color by purchasing the product directly from the shared catalog. Once the item arrives at their store, they can complete the sale, increasing revenue while simultaneously improving customer satisfaction.

GIGLIO.COM's debut at Pitti Immagine Uomo signals a clear shift in the luxury market: a future where product and service excellence merge with an unprecedented customer experience, all powered by technology and the retailer's ability to foster a true sense of community.

"We are very pleased with GIGLIO.COM's participation in the upcoming Pitti Uomo, because it speaks volumes about the evolution of our tradeshow and our focus on selecting the market's new leaders and innovators. It also reflects the trust we receive from companies like GIGLIO.COM, who are at the forefront of championing technological, commercial, and service innovation on a global scale." commented **Raffaello Napoleone, CEO of Pitti Immagine**.

"We are delighted to participate in this prestigious event, which is a testament to our ambition of placing technology and digital tools at the service of the entire fashion industry."
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, 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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