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Within Riri Group, which now includes zippers, buttons, metal components and fashion jewels, Cobrax stands out, creating different types of iconic buttons and rivets. As a reference point for the luxury and denim markets, Cobrax underlines innovation, quality, beauty and originality.

Riri and Cobrax, denim pioneers since the '70s, interpret the meaning of denim as a lifestyle,

which crosses and mixes not only past and present but is also able to influence young and future generations.

Today, one of the most crucial aspects is represented by environmental protection and by reducing in a drastic way both pollution and resources waste.

Thanks to new generations, a much more sensitive approach is given to the protection of the planet, and the denim sector is demonstrating the ability to maintain the classic aesthetic and communicative canons and standards while prioritizing today's environmental and social emergencies.

Riri is continuously improving its path toward sustainability, paying attention to how to use different resources in the production processes. We are committed to further progressing our environmental efforts and goals, starting from the publication of our second sustainability report in accordance with the Global Reporting Initiative, which includes economics, environmental, social and governance indicators and measurements.

Jeans and denim represent a specific fashionable movement that never dies but will continue to evolve and be present. Now, like yesterday, indigo-colored vintage denim is the most opted for.

Today, softer and more elastic materials have taken over. Examples include cottons mixed with elastic fibers or mixed with other natural materials such as linen, hemp or cashmere. In addition to that, we can affirm that the resale segment is an excellent example of responsible consumption and also a smart opportunity to champion circularity.

Elegance, functionality and style coexist together with sustainable materials and treatments with Riri and Cobrax.