



REDA AND CERRUTI TEAM UP TO LAUNCH THE NEW “COLLECTION” PLATFORM

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Gruppo Reda and **Lanificio F.lli Cerruti dal 1881**, two of Biella’s historical woolen mills, are joining forces with the ambitious goal of implementing a digital revolution in the textile industry, a key sector for the country's economy. The launch of the “**Collection**” platform represents an important milestone for the two companies; this joint operation is the first step of a larger project for **Gruppo Reda** to develop a service platform available to the entire fashion industry. It is also the first time that two leading textile companies are coming together to offer customers a platform that uses a single technology to bring them a superior fabric selection experience, while respecting the identity of each brand.

“We firmly believe that the digitalization of the textile industry represents an essential process and an indispensable strategic tool to face future challenges, which will increasingly require paying special attention to consumer needs. We are particularly proud of this joint operation and we hope it sets a precedent for the market in how to successfully create a common system” declared Ercole Botto Poala, CEO of Reda Group.

“The goal of Lanificio F.lli Cerruti is to offer our customers the best in every area: this is why we decided to grow our digital infrastructure by co-investing in a project that would allow to develop a state of the art technological platform” replied Filippo Vadda, CEO of Lanificio F.lli Cerruti.