



## Lanieri's acquisition by Reda launches the group into the digital world

Lanieri, the digital tailor who has revolutionized the way bespoke suits are purchased online, has today announced that **it has been acquired by the Reda Group**, already a minority shareholder and industrial partner. The operation represents a fundamental step towards the consolidation of the **Reda Consumer digital division and makes Reda the first wool mill entering the digital world in its own right.**

For 7 years Lanieri, via its website [www.lanieri.com](http://www.lanieri.com), has innovated the method of purchasing the Italian made-to-measure, through technology and algorithms developed in-house, which allow users to customize a tailored garment thanks to the insertion of anatomical measurements taken by following a very simple video tutorial. Lanieri also offers a fully omnichannel experience with stores in Milan, Rome, Turin, Bologna, Paris and Brussels complementing its customers' shopping experience. Lanieri has thus achieved an export quota of 48%, shipping products to 67 countries around the world.

The operation will help strengthen both parties as it creates a perfect combination of complementary resources - by joining the Reda Group, Lanieri will be able to take advantage of great operational skills and suppliers relationships, while Reda will have access to the technology and advanced skills of Lanieri's digital team, as well as their valuable omnichannel offering experience.

This acquisition represents an important first step for the Group in a larger project with the goal of implementing a digital revolution in the textile sector, through the development of a highly technological service platform, which will be made available to the entire fashion industry. The project will be led by Luca Martines, together with a senior management of highly qualified professionals from leading digital and e-commerce companies.

*"We firmly believe that the digitization of the textile sector represents an essential process and an indispensable strategic tool for facing future challenges, which will increasingly require special attention to be paid to the needs of the consumer. Our goal is to respond to these needs in an even more punctual, personalized and above all sustainable way."* declared Luca Martines, CEO of the Consumer Division of the Reda Group.

*"We are thrilled that our work allows Lanieri to become an operational part of one of the largest groups in the high-end textile market that is investing in digital transformation: realizing this acquisition represents an important recognition of the great work done by the team who, in the past seven years, managed to create a technological reference point for tailor-made clothing. Our technology can now be used to accelerate the digitization of an entire supply chain."* commented Simone Maggi and Riccardo Schiavotto, co-founders of Lanieri.