

Press Release

**MONDADORI BUYS LONDON-BOUTIQUES.COM  
TO CREATE THE GLOBAL E-COMMERCE PLATFORM FOR THE  
"GRAZIA INTERNATIONAL NETWORK"**

Segrate, 19 May 2014 – The Mondadori Group is accelerating the development of the "**Grazia International Network**", which entered the e-commerce fashion market through the acquisition of **London-Boutiques.com**. The London-based marketplace offers readers and users the possibility of selecting from a wide range of clothing and accessories of some of the British capital's best boutiques.

"This operation is part of a project for the launch of a global e-commerce platform for the *Grazia* brand," declared **Ernesto Mauri**, chief executive of the Mondadori Group. "A leader among international fashion-oriented magazines for its rapid development and innovative formula, *Grazia* is now taking a decisive step into digital: this acquisition is the first step towards a development plan that starts from London, the biggest European market for e-commerce fashion, and that will soon also include many of the most important trend-setting boutiques in the main cities of Italy and France. The aim is to expand also to the other countries where *Grazia* is published and beyond," Mauri concluded.

In fact, after the summer an integrated "Grazia International Network" platform for e-commerce fashion - **graziashop.com** - will be online, a portal that will enable the *Grazia* community around the world, some 17 million readers and 14 million unique users per month, and all female fashion fans, to purchase items in perfect *Grazia* style from the trendiest international boutiques.

*The "Grazia International Network" is the international network created by Mondadori in 2005 for the publication around the world of Grazia. The magazine is now published in 23 countries, Italy and the UK, to France and Russia, as well as China, Holland, India, EAU, Serbia, Croatia, Bulgaria, Slovenia, Thailand, Indonesia, Germany, Bahrain, Bosnia Herzegovina, Albania, South Africa, Poland, Spain, South Korea and Mexico: a circuit of publications that translates into a total monthly circulation of 8 million copies.*

Media Relations Mondadori  
+39.02.7542.3159 – [pressoffice@mondadori.it](mailto:pressoffice@mondadori.it)

Web: [www.mondadori.it](http://www.mondadori.it)  
Feed RSS: <http://www.mondadori.it/Extra/RSS-Feed>  
Twitter: <https://twitter.com/mondadori>