

Press Release

**GRAZIASHOP.COM: TOMORROW ONLINE A GLOBAL E-COMMERCE
FASHION PLATFORM FROM GRAZIA**

Segrate, 10 November 2014 - The Mondadori Group, through its *Grazia International Network*, enters the world of e-commerce fashion: tomorrow will be online *Graziashop.com*, a global e-commerce fashion platform from *Grazia*.

“The *Grazia* brand, an interpreter of Italian fashion and style around the world, has, in just a few years, become the centre of a global multi-channel system in 23 countries with over 17 million readers and 16 million online users,” declared **Ernesto Mauri**, chief executive of the Mondadori Group.

“In addition to print and the web, social networks and TV, we are now opening up to e-commerce fashion, an area that fits perfectly with the identity of *Grazia*, with the aim of reaching an even bigger overall audience.” Mauri underlined.

“*Graziashop.com* will extend the brand of our magazine at the global level, and is a natural evolution of the value of the *Grazia International Network* around the world,” Mauri concluded.

With the same style that distinguishes *Grazia* at the international level, *Graziashop.com* will offer all women passionate about fashion an opportunity to buy products from over 250 of the most prestigious international designers, with clothes and accessories from the most chic boutiques in Great Britain and Italy, soon to be joined by outlets from other countries, such as France and Germany. It will also be possible to find on *Graziashop.com* one-off items, limited editions and exclusive collaborations.

The international editions of *Grazia* will also progressively integrate on their website the offer of the *Graziashop.com* catalogue, offering readers and users an experience of the brand to 360°, to the search, selection and purchase of products.

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