



# Inside the omnichannel evolution of the Miroglio Group

## Streamlined operations and a more intelligent omnichannel strategy

Miroglio Group's logistics is intricate, multi-brand, and omnichannel, underpinned by a sophisticated technological infrastructure (WMS, ERP, and retail systems). This elaborate framework includes a highly advanced central warehouse, a network of single-brand stores, and a continuously evolving omnichannel strategy.

In this context, ShippyPro serves a pivotal role in integration and simplification, facilitating more agile, rapid, and scalable logistics processes. The integration of ShippyPro with Miroglio's central WMS has enabled the centralization of all shipping operations within a single system, encompassing picking, packing, label printing, manifest generation, and courier dispatch.

Thanks to ShippyPro's APIs, these intricate and decentralized processes are now automated and seamlessly integrated into the group's IT infrastructure, enabling operational teams to function more fluidly and efficiently.

ShippyPro has played a pivotal role in transforming single-brand stores into comprehensive logistics hubs, enabling Miroglio to effectively implement its Ship from Store strategy, thereby reducing customer delivery times and alleviating pressure on the central warehouse. In-store applications seamlessly integrate with ShippyPro, facilitating the efficient management of shipments, labels, and tracking, thereby supporting stores in their enhanced logistics role. Additionally, Miroglio benefits from the rapid activation of new couriers. With ShippyPro, the group can configure a carrier in just a few clicks, thereby gaining access to new markets and marketplaces that necessitate specific carriers, thus broadening the service offerings available to end customers.

Overall, the integration with ShippyPro has enabled Miroglio Group to streamline the management of a complex logistics ecosystem, enhance operational efficiency, minimize errors and support tickets, and maintain consistent growth year after year. This technological advancement has facilitated a more modern, interconnected, and progressive logistics operation.

**> 20%**  
Annual expansion of the e-commerce sector

**-90%**  
Costs and timelines for the implementation of new couriers

**1 M**  
Ecommerce shipments

ShippyPro has fundamentally transformed our operational approach. With merely a few clicks, we can configure new couriers, access emerging markets, and provide additional services to our clients. This evolution has significantly enhanced our work from both a business and technical/IT standpoint.



Alessandro Deideri  
Technology Retail, Digital, and CRM Manager

Thanks to ShippyPro, we seamlessly integrated couriers with just a few clicks, efficiently managed Ship from Store operations, and centralized picking, packing, label printing, and shipping in one location.

Ultimately, we converted our single-brand stores into nimble mini logistics hubs and, through their APIs, attained seamless and efficient in-store workflows, sustaining double-digit growth annually.



Alessandro Deideri  
Technology Retail, Digital, and CRM  
Manager



## Revolutionizing fashion: the evolution of the Miroglio Group

Founded in 1947 in Alba (Cuneo, Italy), Miroglio Group commenced its operations as a manufacturer of printed textiles for the fashion sector.

Today, it stands as an integrated enterprise encompassing the entire fashion supply chain, from textile production to packaging, distribution, and retail. Through the Miroglio Fashion division, the group oversees a variety of clothing brands—initially focused on women's apparel—such as Motivi, Oltre, Fiorella Rubino, Elena Mirò, Luisa Viola, Diana Gallesi, along with other curvy and casual lines. In 2024, the group further expanded its portfolio by acquiring the historic Trussardi brand—an internationally esteemed name in leather goods, clothing, and lifestyle—thereby incorporating men's fashion, accessories, and a broader lifestyle segment. Miroglio operates in numerous countries through a multitude of subsidiaries.

The sales network comprises approximately 1,100 single-brand stores and over 1,700 multi-brand stores, strategically located across Europe, the Middle East, and Turkey. Miroglio has evolved into an internationally recognized and well-distributed enterprise, boasting a robust presence in Europe, the Middle East, and additional regions where it operates through directly managed stores, partnerships, and multi-brand outlets, effectively integrating physical retail with online channels. The Group also engages in e-commerce, thereby enhancing its digital footprint. In recent years, Miroglio has demonstrated signs of recovery: in 2023, the group reported a positive gross operating margin of approximately €40 million. Miroglio concluded 2024 with revenues of approximately €612 million, marking a substantial increase compared to the prior year.

### Key metrics of the project

**2 million shipments annually to over 40 countries**

**+ 2,800 single-brand and multi-brand retail outlets in Europe and the Middle East**

**9 proprietary e-commerce platforms**

**250 stores designated as logistics hubs**

E-commerce platform: Salesforce Commerce Cloud ERP:  
SAP POS technology: Oracle XStore PIM/OMS: PIM Chalco,  
OMS Salesforce



ShippyPro



MIG

Reach out to our specialists.

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