

CETTIRE

Level 40/140 William Street
Melbourne VIC 3000

Direct brand partnership with Staff International

Melbourne, Victoria: 18 November 2021 – Cettire Limited (ASX:CTT) (Company or Cettire), a global luxury online retailer, is pleased to announce that it has signed an agreement with Staff International S.p.A. (Staff International) to directly integrate products from its licensed brand portfolio into Cettire’s platform.

Staff International is a subsidiary of international fashion group OTB S.p.A. Founded in 1976, Staff International acts as the industrial platform for a selection of OTB’s labels, including Maison Margiela and its MM6 advanced contemporary line, Marni and Diesel’s shoes, bags and small leather goods. Staff International also holds exclusive worldwide licenses for brands DSquared2, Just Cavalli and Koché.

Cettire customers will now have direct access to products within Staff International’s portfolio of brands, while benefiting from Cettire’s fulfilment capability, payment options and post-sales support. Staff International will benefit from access to Cettire’s digital luxury audience and customer base, which has grown exponentially.

As part of a broader collaboration, Staff International will work with Cettire to make part of its collection exclusively available on Cettire’s platform.

Cettire Founder & CEO Dean Mintz said: “We are delighted to welcome Staff International’s brands to Cettire’s online luxury platform, marking a continuation of our previously announced direct brand partnerships. Staff International has a reputation for utilising innovative techniques to push traditional boundaries. Partnering with Cettire enables their products to be directly available to a new and fast-growing digital audience of luxury goods customers.”

The direct integration with Staff International is incremental to Cettire’s existing access to inventory. The Company will continue to strongly support its existing primary supply chain that enables Cettire to offer one of the largest ranges of luxury goods online with access to ~200,000 products from ~1,700 brands.

This announcement has been authorised for release by the Board of Directors of Cettire Limited.

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Further Information

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About Cettire

Launched in 2017, Cettire is a global online retailer, offering a large selection of in-demand personal luxury goods via its website, cettire.com. Cettire has access to an extensive catalogue of approximately 1,700 luxury brands and 200,000 products of clothing, shoes, bags, and accessories. Visit: www.cettire.com