



MIDO 2017 #LIVETHEWONDER

SAFILO GROUP LAUNCHES GALLERIASAFILO.COM, THE NEWEST DIGITAL MUSEUM DEDICATED TO EYEWEAR

Milan, February 25, 2017 - Debuting at MIDO 2017, www.GalleriaSafilo.com is the newest digital museum in the world entirely dedicated to eyewear, its history and technology, and its everlasting charm. A project that highlights the role of Safilo Group as the historical leader and founder of the Italian Eyewear manufacturing tradition, the forerunner of the industry, as well as the company that owns one of the most important private collections dedicated to Eyewear in the world, collected over many years in the memory of its historical owner Guglielmo Tabacchi.

Designed for global smart-visitors, as well as for scholars, researchers and for those who are curious about the history of costume and the eyewear industry, GalleriaSafilo.com is a Cloud-based digital project that allows visitors to discover, experience and share the wonder of a museum visit from the preferred device, making the most of social networks with intuitive features and language.

Every guest visiting the GalleriaSafilo.com will have the opportunity to register and create a personal gallery, selecting and downloading the favorite pieces from the 300 unique pieces of Safilo's permanent collection on display. This includes glasses that belonged to Elvis Presley, Madonna and Elton John, ancient and contemporary artworks – all classified by genre (ancient, modern, active, celebrities, lifestyle, art, science), historical period (from the seventeenth to the twenty-first century), brand (Safilo, Polaroid, Carrera, Smith) – that can be shared in social networks, tagging friends and involving them in the discovery.

In addition to the permanent collection – which will be progressively enriched by showcasing additional items from the collection of 3000 pieces – GalleriaSafilo.com will propose a calendar of events and temporary exhibitions, dedicated to locations, personalities, new or unseen objects particularly significant for the eyewear world. This is an opportunity that Safilo offers also to its customers, collectors, and fashion brands who wish to collaborate and make use of this unique exhibition space, which can be consulted worldwide.

GalleriaSafilo.com was developed and produced in collaboration with RedFarm and Cantiere di Comunicazione, a company of the Group Take. It is a project that dovetails with the company's 2020 Strategic Plan, and aims to enhance and preserve the heritage and the tradition of craftsmanship, along with the company's digital vision statement. In fact, GalleriaSafilo.com is intended as a place to enhance and share Safilo's universe of ideas, products, techniques, stories and innovation: a long history that dates back to 1878, when Angelo Frescura turned a mill in Calalzo di Cadore into the first Italian eyewear manufacturing site, which then became the company that this year at the Consumer Electronic Show in Las Vegas launched SafiloX, the first brain sensing eyewear platform enabling mental focus.



About Safilo Group

Safilo Group is the fully integrated Italian eyewear creator and worldwide distributor of quality and trust, leader in the premium sector for sunglasses, optical frames and sports eyewear. Design inspired and brand driven, Safilo translates extraordinary design into excellent products created thanks to superior craftsmanship expertise dating back to 1878. With an extensive wholly owned global distribution network in 39 countries – in North and Latin America, Europe, Middle East and Africa, and Asia Pacific and China – Safilo is committed to quality distribution of its products all around the world. Safilo's portfolio encompasses Carrera, Polaroid, Smith, Safilo, Oxydo, Dior, Dior Homme, Fendi, Banana Republic, Bobbi Brown, BOSS, BOSS Orange, Céline, Elie Saab, Fossil, Givenchy, havaianas, Jack Spade, Jimmy Choo, Juicy Couture, kate spade new york, Liz Claiborne, Marc Jacobs, Max Mara, Max&Co., Pierre Cardin, Saks Fifth Avenue, Swatch, and Tommy Hilfiger.

Listed on the Italian Stock Exchange (ISIN code IT0004604762, Bloomberg SFL.IM, Reuters SFLG.MI), in 2016 Safilo recorded net revenues for Euro 1,252 million.

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