



## A VISION BEYOND FRAMES

### SAFILO GROUP UNVEILS THE NEXT SAFILO EYEWEAR COLLECTION LAUNCHING IN AUTUMN 2017

**Padua, February 26, 2017** - Safilo, the fully integrated Italian eyewear creator, manufacturer and worldwide distributor of quality and trust, unveils the new SAFILO eyewear collection, **launching in Autumn 2017**.

Nowadays, **over 63% of the global population** requires vision correction, namely more than 4.5 billion people, out of which **2,5 billion** still aren't properly corrected: the market, therefore, presents a fast-growing worldwide potential of optical frames, with the 70 percent of the eyewear market share concentrated in optical.

SAFILO presents a completely renovated optical collection, strengthening the company strategy of affirming its historical leadership in the optical segment, by **enhancing its specialist capability in the entire value chain**, from design to manufacturing, sales force training and after-sales service, thanks to its unique skills, expertise and the technical know-how that roots back to 1878.

**Redesigned with a new concept and positioning, the new SAFILO collection** renews its long standing heritage of technical and aesthetic content, with a new optical frames full range celebrating the **superior design, functional innovation** and **"Made-in-Italy" know-how** for which the brand is globally recognized.

Dedicated to a **demanding and educated consumer**, the new optical collection includes a balanced mixed of styles, in **acetate, metal or titanium**, featuring a **new distinctive hinge**, designed to ensure perfect fit, utmost comfort and superior durability, with a unique Italian feeling.

#### **A NEW CONCEPT: PREMIUM ITALIAN MANUFACTURING**

Celebrating the Italian DNA of the brand, the new SAFILO eyewear collection showcases **premium technical and design features**, reflecting the excellence in craftsmanship and the continuous research on innovation Safilo Group is recognized for since 1878.

Safilo's story of heritage and savoir-faire - as the result of time, effort, and dedication - is skillfully translated into the **exquisite execution** and **extraordinary technical contents** of the new SAFILO eyewear collection, designed for all the consumers looking for the highest quality, maximum comfort and unique details, with a distinctive Italian personality.

#### **A NEW DESIGN APPROACH: SUPERIOR CRAFTSMANSHIP**

The new Safilo optical collection presents 16 styles for men, all to be released in Autumn 2017. The mastery in crafting and the highest excellence standard in design led to the creation of a **wide and well-balanced offer** of optical frames, ranging from **acetate to metal to titanium** and featuring **smart technical solutions, high-quality treatments and premium materials**, all celebrating a distinctive and unique Italian DNA.

Named after the traditional tools and techniques involved in the production of the frames, as endorsement of the authentic Made in Italy quality, the new optical frames are **a celebration of Italian manufacturing starting from their names**, such as **Calibro, Canalino, Buratto, Bussola, Lastra** and more.

#### **A NEW COLLECTION: TIMELESS MODERNITY**

Designed and made in Italy by a leading eyewear creator with over 80 years of experiences, the new collection presents a full range of frames with a **pure design that blends classic and contemporary shapes with a modern touch**, dedicated to **eyewear lovers** who in these glasses will find the true companions for a lifetime.

The color palette includes a range of classic colors such as the vintage Havana celebrating the brand's Italian taste, or the subtle tones of black, brown, grey.

**An innovative hinge.** The new SAFILO optical frames are distinguished by a new and iconic **hinge**: as the expression of state-of-art technology, this distinctive and functional element is interpreted with a **titanium body** and an **innovative system of double springs, for a 15-year durability.**

The **new iconic hinge**, which is extremely strong and flexible in order to guarantee perfect fitting and maximum comfort, is part of the new temples, which in particular feature an **innovative modular design allowing** them to be inserted on most styles of the collection.

**Lightness and comfort in design.** The Italian design of the new optical frames presents the perfect features for the utmost comfort: **ergonomic and interchangeable nose pads in two sizes** on the metal styles, **anti-slip tips** and **adjustable panthoscopic angle.**

The styles feature a distinctive design, with a wide range of shapes produced in high-quality acetate, metal or titanium, distinguished by refined treatments such as the subtle **laser-engraved texture**, adding a contemporary touch.

**Utmost attention to details.** The highest attention to details and expert manufacturing of SAFILO, as the Italian optical specialist brand, is reflected also in the new **new packaging**, echoing the combination of functional and aesthetic feeling of the collection, in the dedicated **in-store materials** and in the **special service-kit**, aiming at providing a just-in-time customer service for consumers.

In order to cover **all optical market opportunities**, the new SAFILO high end offer will continue to be complemented by a **wide portfolio of products embracing all needs**: from kids, with KIDS by SAFILO, to young target with SEVENTH STREET by SAFILO, to a more mature target in specific markets with SAFILO Elasta and Emozioni.

**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, Gucci, Banana Republic, Bobbi Brown, BOSS, BOSS Orange, Céline, Elie Saab, Fossil, Givenchy, Jack Spade, Jimmy Choo, Juicy Couture, Kate Spade, 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 sales for Euro 1,252 million (preliminary data).

To pass on the company’s precious heritage to future generations, while modernizing it for future sustainability, Safilo has established the “Eyewear Product School”, assuming its important responsibility in the industry. Product design, development, and manufacturing capabilities are at the heart of the “Safilo Eyewear Product School”, coupled with passion, craftsmanship and innovation. The “Safilo Eyewear Product School” consists of a three-year apprenticeship combining theory and practice, for up to ten apprentices every year. It aspires to form a new generation of Eyewear Product Directors who will carry forward the passion and savoir-faire of the more than centenary tradition of highest quality Eyewear

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