



REBECCAMINKOFF

**SAFILO AND REBECCA MINKOFF ANNOUNCE A NEW
EYEWEAR LICENSING AGREEMENT TO 2024**

With Safilo, Rebecca Minkoff, the largest millennial female led global lifestyle brand, adds eyewear to her ever-growing business

Padua/New York, October 23, 2017 – Safilo, the fully integrated Italian eyewear creator, manufacturer and worldwide distributor of quality and trust, and Rebecca Minkoff, the US industry leader in attainable luxury handbags, accessories, and apparel with a playful and subtly edgy creativity, announce their new licensing agreement for the design, manufacturing and distribution of the Rebecca Minkoff collections of sunglasses and optical frames. The agreement will run for seven years through December 31, 2024 and the scope will be worldwide.

The brand's first sunglass collection will be launched in the fourth quarter of 2018, followed by an optical collection in January 2019.

“Rebecca Minkoff is an exciting further addition to our brand portfolio – the largest global label led by a millennial female designer and one of the fastest growing brands in the contemporary segment,” says Luisa Delgado, CEO of Safilo. “The brand's unique relevance among tech and fashion forward modern women, and its inspired following of empowered digital born millennials, offers Safilo interesting business growth and learning opportunities. We embrace the opportunity to shape the product design, communication and distribution of Rebecca Minkoff eyewear in excitingly new, intuitively connected, and uniquely relevant ways.”

“We are very proud to partner with Safilo, because our millennial customer is very much attracted by an authentic product, its quality, its origins and its craftsmanship that, in Safilo, dates back to 1878,” says Rebecca Minkoff. “This extension into eyewear is a natural development for a brand like ours, loved for our passion as much as our accessories. Working with Safilo has allowed us to develop a quality product that is true to the Rebecca Minkoff brand,” adds Uri Minkoff, the company's CEO and co-founder.

The Rebecca Minkoff women's eyewear collections will be distributed on the brand's e-commerce site www.rebeccaminkoff.com and in boutiques, department and sunglass specialty stores, and better optical stores worldwide.

About Safilo

Safilo 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 40 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 1,253 million.

About Rebecca Minkoff

With a vision of building a lifestyle brand for women like herself — whimsical, clever and passionate — Rebecca Minkoff has found a unique niche among fashion-forward, modern women around the world. Today, the Rebecca Minkoff brand spans ready-to-wear, bags, footwear, jewelry, eyewear and tech accessories. Her unique vision for the brand is singularly focused on her ideal millennial girl, who experiences all of life's exciting moments, with her confident, go-anywhere, do-anything attitude.

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