



**SAFILO GROUP UNVEILS NEW CUSTOMER-CENTRIC
VISION EXPO EAST BOOTH CONFIGURATION FOCUSED ON LATEST
OFFERINGS, INNOVATIONS AND BUSINESS BUILDING CAPABILITIES
BOOTH #3548**

PARSIPPANY – March 30, 2016 – Safilo Group reveals a modern new booth configuration at Vision Expo East aimed at underscoring Safilo’s role as a strategic business partner to the independent optician, taking a customer-centric approach focused on business development solutions and Safilo capabilities. Safilo will utilize the newly configured booth (**#3548**) to emphasize its leadership position in the industry by consolidating its previously separate Smith and luxury booths, into one sleek and upscale redesigned corporate environment, spanning an 11,200 square foot space.

The highly engaging and contemporary setting will reinforce the company’s newest innovations – from new launch collections and product offerings – to new tools and service capabilities. With a reconfigured main entrance, visitors will be greeted at a new reception area by a giant LED screen highlighting the new Carrera Maverick campaign starring Academy Award winning actor, musician, director Jared Leto, the first celebrity testimonial for the Safilo owned brand.

Upon further entry, an easy-to-navigate “walk-through” concept provides increased visibility to all Safilo brands and eyewear products on display to convey the company’s design savoir-fare. Branded focal walls will concentrate on the launch of Givenchy, a new licensed designer collection within the company’s top atelier segment; Safilo core brands, including Polaroid, which will highlight its newly launched optical collection and Twist sun collections; and Smith’s recently introduced prescription services lab program. Additionally, booth visitors will get a sneak peek at the Swatch branded eyewear collection, a new global collaboration with watchmaker Swatch.

The company has an important mission to increase its retail presentation standards in all sales channels, with the optical channel being top priority. As such, customers will enter into a staged retail environment to directly experience how Safilo can support them in category management and brand portfolio presentation through tools, services and products designed to boost their business. This part of the booth will focus heavily on a concept store called “A Winning Consumer Experience” offering a variety of Safilo’s newest in-store solutions

to improve the overall shopping experience; these include, general fixturing systems, customized brand portfolios, suggested product assortments, category management solutions, playful multi-brand corporate initiatives focused on the kids category, digital tools, including I-Frame (a program that embeds updated branded content into a customer's web site) and Virtual Try On (VTO).

The booth will additionally offer an inviting lounge and hospitality area, with trendy seating and tables, where guests can relax and sip on beverages such as real Italian cappuccino in the morning and Italian prosecco (sparkling white wine) in the afternoon.

"We've taken a completely new approach to the show this year; the new booth configuration is designed to help create new business opportunities for the independent optician to assist them in capturing the business they are not currently capturing today," said Glenn Rusk, Commercial Head of Safilo North America.

"We are extremely excited to bring customers into our extensive capabilities area within the booth where we will be offering many solutions to help them drive traffic, consumer interest, conversion rates and brand awareness," said Luca Zuliani, Vice President of Trade Marketing for Safilo USA. "We will, for example, showcase some innovative new digital tools including I-Frame and VTO and offer a full package of different fixturing options that are customizable to meet the needs of a variety of retail environments. We will also offer innovative category management solutions focused on sell out, stock optimization, enhanced product selection, optimal brand portfolios and business consulting," added Zuliani.

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 a 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, Fossil, Givenchy, Jack Spade, Jimmy Choo, Juicy Couture, Kate Spade, Liz Claiborne, Marc Jacobs, Max Mara, Max&Co., Pierre Cardin, Saks Fifth Avenue and Tommy Hilfiger.

Listed on the Italian Stock Exchange (ISIN code IT0004604762, Bloomberg SFL.IM, Reuters SFLG.MI), in 2014 Safilo recorded net revenues for Euro 1,178 billion.

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