



JIMMY CHOO

**SAFILO AND JIMMY CHOO CONFIRM THE EARLY RENEWAL  
OF THEIR EYEWEAR LICENSE AGREEMENT TO THE END OF 2023**

**Padua/London, May 16, 2016** – Safilo Group, the fully integrated Italian eyewear creator and worldwide distributor of quality and trust, and Jimmy Choo, the iconic luxury fashion brand, announce the early renewal of their agreement for the design, manufacturing and distribution of the Jimmy Choo Eyewear collection. The agreement has now been extended to December 31, 2023.

In light of the global success of the women’s eyewear collections, the new agreement also includes the launch of a Jimmy Choo men’s collection, with a first capsule edition to be presented in the brand’s boutiques and in a global selection of the most prestigious optical stores, starting from January 2018.

“We are very satisfied with this early renewal, that comes on the back of the excellent success of the eyewear category of this iconic fashion-luxury brand, with leading growth rates in the sun and ophthalmic categories,” says Luisa Delgado, CEO of Safilo. “Unique product design and content capturing the iconic creativity and sophistication of the brand, combined with rigorous commercial capabilities targeting the right customers and geographies, have made Jimmy Choo also a leading women’s luxury fashion eyewear brand. We will now progressively evolve the brand into a new statement also in men’s eyewear design.”

“We are very happy with this license extension,” comments Pierre Denis, CEO of Jimmy Choo. “Safilo has demonstrated that it is a true partner of trust, able to drive results across the world, maintaining high standards of product creation and distribution. Sandra Choi’s artistic vision is perfectly reflected in the eyewear collection that every season is gaining the favor of the most elegant and fashionable women in the world. We strongly believe in our project with Safilo and working together for the men’s collection will provide us with a new opportunity to develop further our partnership focused on creativity, manufacturing excellence and quality distribution.”

**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, 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 2015 Safilo recorded net revenues for Euro 1,279 million.

**About Jimmy Choo**

Jimmy Choo encompasses a complete luxury accessories brand. Women's shoes remain the core of the product offer, alongside handbags, small leather goods, scarves, sunglasses, eyewear, belts, fragrance and men's shoes. CEO Pierre Denis and Creative Director Sandra Choi together share a vision to create one of the world's most treasured luxury brands. Jimmy Choo has a global store network encompassing more than 141 stores and is present in the most prestigious department and specialty stores worldwide.

Jimmy Choo PLC is publicly listed on the London Stock Exchange with the ticker CHOO.

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