



**SAFILO GROUP AND AUTHENTIC BRANDS GROUP ANNOUNCE THE FIVE-YEAR
RENEWAL OF THEIR JUICY COUTURE EYEWEAR LICENSE AGREEMENT**

Padua - New York/Los Angeles, April 24 2017 – Safilo, the fully integrated Italian eyewear creator and worldwide distributor of quality and trust, and Authentic Brands Group, owner of a global portfolio of iconic fashion, sports and lifestyle, celebrity, media, and entertainment brands, announce a five year extension of their license agreement for the design, manufacturing and distribution of the Juicy Couture eyewear collections of sunglasses and optical frames. The agreement will now run until 31st December 2022.

“The renewal of our license agreement, originally forged in 2005, is a result of positive performance year over year and our strong partnership with ABG,” said Luisa Delgado, CEO of Safilo Group. “The Juicy Couture brand fits very well with our portfolio strategy, offering popular brands to our target market. We are excited to partner with the brand to grow our diversified distribution channels.”

“We are thrilled to continue a successful partnership with Safilo,” said Jarrod Weber, EVP of Fashion at ABG. “Together, we have forged a long-standing relationship that has led to the expansion of the Juicy Couture brand, its categories and distribution channels around the world.”

Juicy Couture is distributed in qualified independent opticians, corporate optical chains, and department stores, across the globe and on JuicyCouture.com.

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 38 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 Authentic Brands Group

Authentic Brands Group (ABG) is a brand development and content company, which builds long-term value through the ownership of intellectual property associated with prominent fashion, sports, celebrity and entertainment brands. Headquartered in New York City, ABG enhances brand equity through partnering with best-in-class licensees and retailers. ABG's global portfolio of world-renowned brands includes Marilyn Monroe®, Mini Marilyn®, Elvis Presley®, Muhammad Ali®, Shaquille O'Neal®, Dr. J®, Thalia®, Greg Norman®, Michael Jackson® (managed brand), Juicy Couture®, Aéropostale®, Jones New York®, Judith Leiber®, Frederick's of Hollywood®, Adrienne Vittadini®, Taryn Rose®, Misook®, Hickey Freeman®, Hart Schaffner Marx®, Spyder®, Tretorn®, Tapout®, Prince®, Airwalk®, Vision Street Wear®, and Hind®. abg-nyc.com

About Juicy Couture

Juicy Couture is a glamorous, irreverent and fun lifestyle brand for the decidedly fashionable, bringing LA style and attitude to girls all over the world. Embracing its Los Angeles heritage, Juicy discovers the couture in the every day, and delivers an element of surprise in all of its designs. The global phenomenon is identified as a casual luxury brand, offering apparel in the categories of women, girls and baby, handbags, shoes, intimates, swimwear, fragrance, accessories and jewelry.

Juicy Couture Black Label is available in approximately 240 Juicy Couture stores and select department stores in approximately 94 countries throughout North America, Europe, Asia, Latin America, Africa and the Middle East. For updates and more information, please visit JuicyCouture.com. Follow @JuicyCouture on Facebook, Twitter, Tumblr, Pinterest, Instagram.

Juicy Couture is a trademark owned by ABG Juicy Couture, LLC.

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