



SAFILO GROUP AND JCPENNEY RENEW LICENSE FOR LIZ CLAIBORNE EYEWEAR

Padua/New York, July 28 2017 – Safilo Group, the Italian eyewear creator, manufacturer and worldwide distributor of quality and trust, and JCPenney, one of the largest apparel and home furnishings retailers in the United States and Puerto Rico, announce the renewal of a five-year licensing agreement for the design, manufacturing and distribution of optical frames and sunglasses for the Liz Claiborne for women and Claiborne for men brands in the U.S. and Canada.

This multiyear agreement gives continuity to two strong optical brands, both highly regarded by independent optical retailers and their customers, as they offer well-appointed comfort and fit for unique eyewear needs.

The renewal supports Safilo's 2020 Strategic Plan, specifically in its objective of proportionally growing the optical segment relative to its sun segment in order to closely align the business with the market and growth opportunities. The Liz Claiborne and Claiborne brands are two of Safilo's most sought after collections in the U.S., delivering a stable and healthy business.

The Liz Claiborne brand entered Safilo's U.S. portfolio in 2003 with an optical license that was part of the Outlook Eyewear acquisition. This was followed by the sunwear collection. In 2004, the Claiborne ophthalmic collection was launched.

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.

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