



SAFILO OPENS A NEW SHOWROOM IN SÃO PAULO

Padua-Italy and São Paulo-Brazil, February 5, 2018 – SAFILO, the fully integrated Italian eyewear creator, manufacturer and worldwide distributor of quality and trust, announces the opening of its new showroom in São Paulo. This showroom opening is part of Safilo Brazil's office relocation in order to showcase in a modern and Italian designed space, Safilo's prestigious portfolio of more than thirty brands to its customers and local partners.

The São Paulo showroom – one of the more than twenty showrooms worldwide that follows the most recent openings in Stockholm, London, Zurich, Hong Kong, Dubai and Mexico City – demonstrates the Group's focus and commitment to Latin America and its investment in further developing its long-standing customer partnerships in the region.

Moreover, it represents a further step in the Group's 2020 Strategic Plan to both support Latin America's development while broadening geographical coverage through consistent, highest-quality capabilities to approach local markets successfully.

"The relocation and renovation of Safilo's Brazil Showroom represents a great opportunity to present our customers and local partners with our leading brand portfolio in a modern, Italian inspired space. With this new space, Safilo Brazil is all set for steady growth of our Own Core Brands Carrera and Polaroid namely, the introduction to the market of our world renowned sports/outdoor inspired brand Smith, and a boost to Safilo's Atelier segment with Elie Saab and Oxydo," says Andrea Busato, recently appointed VP Latin America and member of the Group's Global Leadership Team. "São Paulo's new showroom, together with the Mexico City and Miami/Safilo Latin America HQ showrooms, will enable us to lead with impact our customer and consumer plans, focusing on our Own Core Brands, best in class operations and improved customer service to drive sustainable market share growth," he added.

Safilo designs, creates, produces and distributes its iconic eyewear collections with a brand portfolio that spans five consumer segments: Polaroid and havaianas in the fast-growing Mass/Cool segment; Lifestyle with Carrera, Tommy Hilfiger, kate spade new york, Marc Jacobs; Sports and Outdoor with Smith; Premium with Boss and Max Mara; Fashion Luxury with Dior, Jimmy Choo, Fendi, Moschino, and Givenchy; and Atelier with the ultra-luxury couture brand Elie Saab, the conceptual design of Oxydo and the specialist SAFILO Vista.

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 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, Elie Saab, Fossil, Givenchy, havaianas, Jack Spade, Jimmy Choo, Juicy Couture, kate spade new york, Liz Claiborne, Love Moschino, Marc Jacobs, Max Mara, Max&Co., Moschino, Pierre Cardin, rag&bone, 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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