



NEWEST AMERICAN EYES CAMPAIGN REVEALED

**NEW CAMPAIGN FOR SAFILO'S ELASTA AND EMOZIONI COLLECTION
FEATURES MARRIED COUPLE, AN OD AND OPTICIAN, FROM MACUNGIE, PA**

SECAUCUS, March 1, 2018 – SAFILO, the fully integrated Italian eyewear creator, manufacturer and worldwide distributor of quality and trust, is proud to unveil its latest *American Eyes* marketing campaign in celebration of its Elasta and Emozioni ophthalmic collections featuring the husband and wife owners of Wichryk Eye Associates of Macungie, PA.

The Spring/Summer 2018 *American Eyes* campaign picks up where last year's campaign of the same name left off. In celebration of the 2017 reintroduction of Safilo's flagship Elasta and Emozioni ophthalmic collections, a marketing campaign as well as a captivating photo exhibition, timed to Vision Expo East, paid homage to American opticians across the country – celebrating the people, optical shops and landscapes they called home. A total of eight Safilo accounts, were included based on their unique locations and high regard for the Elasta and Emozioni collections, of which, Wichryk Eye Associates of Macungie, PA was featured. The husband and wife team who own the practice, Antoni Wichryk, OD and Geena Wichryk, an ABO optician, were asked to star exclusively in this year's campaign due to their love of Made in Italy product and their affinity for the Elasta and Emozioni brands. Each dons the eyewear in the *American Eyes* print ad campaign and promotional video which breaks this week on Safilo's mysafilo.com b-2-b website and GalleriaSafilo.com, Safilo's Cloud-based digital project that allows visitors to discover, experience and share the wonders of eyewear.

As a thank you for participating in the campaign and closing their offices for a full day to shoot, Safilo made a sizable donation in the name of Wichryk Eye Associates to the Myotonic Dystrophy Foundation, an organization near and dear to the couple's heart. Geena Wychryk and the couple's two daughters both suffer from this genetic disorder that affects many parts of the body and is a complicated condition as the

symptoms and disease progression can vary widely from person to person. To learn more, visit www.myotonic.org.

“We are very pleased to continue the *American Eyes* campaign for Elasta and Emozioni this year. These are important brands in our U.S. history and as we move forward. Partnering with an account like Wichryk Eye Associates on the campaign represents the best-in-class 3 O customer partnership we are striving for in the U.S. and are very thankful for their participation and ongoing commitment to Safilo,” says Henri Blomqvist, CEO of Safilo North America.

NEW SS18 OFFERINGS FOR ELASTA AND EMOZIONI

For Spring 2018, Safilo is please to introduce 10 all new Made in Italy Elasta men’s ophthalmic styles and 10 Elasta women’s styles; six each launched in February while four additional styles each will release in May.

BACKGROUND ON ELASTA AND EMOZIONI

The Elasta men’s ophthalmic brand and the Emozioni women’s ophthalmic brands were brought back in Spring 2017 due to customer request. Designed in the U.S. and Made in Italy, both brands have always been favored by opticians and patients alike for their quality as well as their well-designed and timeless styling that is well suited for a broad customer base and for a wide range and the incomparable comfort and innovation offered by each collection’s variety of Elasta hinge offerings. The Elasta spring hinge introduced innovation to the eyewear industry in 1967 and is widely acclaimed for being one of Safilo’s greatest inventions. The hinge has been perfected and improved during the past 50 years to reach today’s evolution offered again in the Elasta and Emozioni collections.

About Safilo

Safilo 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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