



**STEPHEN WRIGHT APPOINTED CHIEF COMMERCIAL OFFICER
OF SAFILO NORTH AMERICA**

Padua (Italy) – Secaucus (New Jersey USA), May 18th 2018 – Safilo, the fully integrated Italian eyewear creator, manufacturer and worldwide distributor, appoints Stephen Wright as new Chief Commercial Officer of Safilo North America, effective from June 19th 2018. Henri Blomqvist, who has lead the development of North America in the last two years, leaves the company to pursue other interests.

Born in the USA, Stephen Wright has had a career of longstanding experience in the eyewear industry. Throughout his career Stephen has held a number of positions with increasing responsibility within VSP Global, such as President of Altair Eyewear and Senior Vice President of the Americas for Marchon Eyewear. Lately, he served as the President of VSP Global Omni-Channel Solutions.

“We are very happy to welcome Stephen and to count on his expertise and deep knowledge of the US market, its relevant stakeholders and the different dynamics. US is an historical market for Safilo and we were intent on selecting a leader with a deep knowledge of the specific market needs, able to work hand in hand with all of our different customers,” comments Angelo Trocchia, CEO of Safilo Group. “We want to be closer and closer to the market, to better understand what is truly relevant for our local consumers, capitalizing more on our strong brand portfolio and on our independent business approach.”

Within its global brand portfolio, Safilo has just launched the rag & bone collection of eyewear which is enjoying a very good acceptance in the US and abroad, while Safilo is preparing for the launch of the Rebecca Minkoff new eyewear collection that is expected to hit the market from Fall 2018.

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 2017 Safilo recorded net revenues for Euro 1,047 million.

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