



## SAFILO AT VEW 2018

**Strong Presence with Two Locations:  
Pop Up Booth (Booth #1611) and Two-Penthouse Takeover in  
The Suites at The Venetian, Rooms 36-211 and 36-212**

**SECAUCUS – September 2018** – SAFILO, the fully integrated Italian eyewear creator, manufacturer and worldwide distributor, is proud to participate in this year's edition of Vision Expo West, the second largest eyewear trade show in the United States running Thursday, September 27<sup>th</sup> – Sunday, September 29<sup>th</sup>. The company will have an increased presence at this year's show this with two locations to interact with show attendees – on the main show floor and in The Suites at The Venetian.

As the independent eyewear powerhouse, SAFILO welcomes all show attendees to visit the company's first ever **pop-up booth (#16115)** at VEW on the main show floor of the Sands Expo which will concentrate on the company's Fall/Winter 2018 collections for two of its core owned brands: **Carrera** and **Polaroid**. There, the company will additionally offer a sneak peak of its newest licensed women's eyewear collection for **Rebecca Minkoff** which officially launches in the 3 O market in January 2019 as a Spring/Summer 2019 offering.

The highly engaging and interactive Safilo pop-up booth will feature a Carrera photo op for guests to have photos taken of themselves in the newest Carrera Fall/Winter eyewear; a Polaroid polarization activation, complete with Polaroid giveaways; and, a Rebecca Minkoff virtual try-on experience highlighting the SS19 launch collection.

Safilo will again take over two exclusive penthouse apartments in **The Suites at the Venetian** where it will showcase over 20 of its owned and licensed eyewear brands. **Located on the 36th floor, in rooms 36-211 and 36-212**, collections will be shown by appointment in a catered and luxurious setting with a personalized, customer-centric approach.

In addition to enticing VEW sales promotions, there will also be a spin wheel for a chance to win a variety of exciting prizes by placing a qualifying order at the show. Also, free gifts will be distributed to show attendees who visit Safilo in The Suites while supplies last.

Customers attending VEW are encouraged to schedule appointments in The Suites with their SAFILO sales reps ahead of the show to view the company's atelier, fashion luxury and contemporary lifestyle collections.

Fall 2018 launch collections on display in The Suites will include the new SAFILO women's optical range and the new HUGO collection of optical frames and sunglasses. Additional showcased collections will include the company's own global brands such as Carrera, Oxydo, Polaroid, SAFILO (men's) and SMITH, as well as licensed collections including BOSS, Dior, Elie Saab, Fendi, Givenchy, Jimmy Choo, kate spade new york, Marc Jacobs, Max Mara, Moschino, rag & bone, Tommy Hilfiger and more.

"As the largest independent frame manufacturer with an incredibly sized portfolio of brands and a fresh new vision for North America, I'm both energized and excited to meet with current and potential customers at Vision Expo West to drive home Safilo's renewed commitment to the North American optical channel," said Steve Wright, Safilo North America's New Chief Commercial Officer. "We are looking forward to welcoming guests to our pop up booth on the main trade show floor and, especially at The Suites, where we'll provide a personalized overview of our collections in an upscale environment and discuss our newly enhanced commercial programs for customer partnership and growth. Our commitment to this market and to our customers has never been stronger," added Wright.

#### **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, Elie Saab, Fossil, Givenchy, havaianas, HUGO, 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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