



**SAFILO AND BANANA REPUBLIC RENEW THEIR MULTI-YEAR  
EYEWEAR LICENSING AGREEMENT**

**Padua/San Francisco**, September 24, 2018 – Safilo Group, a worldwide leader in the design, manufacturing and distribution of eyewear, and Banana Republic, the global apparel and accessories brand focused on delivering refined and versatile classics designed for a life with no boundaries, announce their third consecutive licensing agreement for the brand’s optical frames and sunglass collections, effective from February 1, 2019, through January 31, 2025.

This new contract – originally signed in 2006 – further strengthens the partnership between Safilo and Banana Republic, and represents an opportunity to build on the brand’s steady business in the contemporary lifestyle segment for both men and women.

**About Safilo Group**

Safilo Group is a worldwide leader in the design, manufacturing and distribution of eyewear, 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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