



**SAFILO APPOINTS ANDREA BULGARELLI
NEW DIGITAL TRANSFORMATION DIRECTOR**

Padua (Italy) – December 3, 2018 – Safilo, a worldwide leader in the design, manufacturing and distribution of eyewear, appoints Andrea Bulgarelli as Digital Transformation Director, effective today. In his role, Andrea will lead Safilo’s E-commerce program, as part of the Direct-to-Consumer corporate strategy and will report to Angelo Trocchia, Group’s CEO. Andrea will be based in Padua.

“Digital is at the core of our growth and development strategy, we are therefore very happy that Andrea is joining our company. With his leadership we can finally accelerate our e-commerce business, further substantiating our digital transformation,” comments Angelo Trocchia. “With his extensive experience in the fashion industry focusing on omni-channel retailing, brand digital identity and digital evangelization, we are now well set to implement our digital strategy, a key pillar of our 2020 Plan.”

In his career, Andrea lead the digital processes for the creation of the international e-commerce websites for Max Mara Group. More recently, at Benetton, he restructured the management of all consumer-facing touchpoints, developing this project into a Digital Hub.

About Safilo Group

Safilo Group is a worldwide leader in the design, manufacturing and distribution of sunglasses, optical frames, sports eyewear and products. Thanks to strong craftsmanship expertise dating back to 1878, Safilo translates its design projects into high-quality products created according to the Italian tradition. With an extensive wholly owned network of subsidiaries in 40 countries – in North and Latin America, Europe, Middle East and Africa, and Asia Pacific and China – and more than 50 distribution partners in key markets, Safilo is committed to quality distribution of its products in nearly 100.000 selected sales stores all over the world. Safilo’s portfolio encompasses: own core brands Carrera, Polaroid, Smith, Safilo, Oxydo, and licensed brands: 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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