



AMERICAN EYE

A PHOTOGRAPHIC JOURNEY ACROSS THE USA
Celebrating Elasta and Emozioni Eyewear



NEW ELASTA AND EMOZIONI AMERICAN EYES CAMPAIGN REVEALED

NEW CAMPAIGN FEATURES AN O.D. AND OPTICIAN, FROM ALMA, MI

SECAUCUS, NJ – April 1, 2019 – Safilo, a worldwide leader in eyewear design, manufacturing and distribution, is proud to unveil its 2019 *American Eyes* marketing campaign, in celebration of its Elasta and Emozioni ophthalmic collections, which are widely sold in North America.

This year's campaign stars Peter Tacia, O.D., and colleague Heidi Dancer, optician, of Drs. Seals, Tacia, Bartz, Zainea, Whitmore, Lark of Alma, MI. The two appear in print ads, wearing Elasta (EL 7227) and Emozioni (EM 4053) frames, respectively. The campaign was shot on location in their Alma practice and will run in various eyewear trade publications this year. The pair are also featured in a video which can be viewed on Safilo's B2B site www.mysafilo.com as well as on Safilo Group's official Facebook page <https://www.facebook.com/safilocorporate/>.

Dr. Tacia and Dancer provide first-hand product testimonials in the video. Dancer speaks to the many benefits of the Elasta and Emozioni collections from an optician's point of view – referencing the strength, high quality and durability of the Elasta spring hinges and her appreciation for the fact that they are Made in Italy. Dr. Tacia provides a personal account of putting his father-in-law in Safilo Elasta frames for over 25 years and never looking back.

As a thank you for participating in the campaign, Safilo made a sizable donation in the name of Drs. Seals, Tacia, Bartz, Zainea, Whitmore, Lark to the United Way of Gratiot & Isabella Counties (Michigan).

This marks the third year in a row that Safilo has looked to trusted eyecare professionals to star in the Elasta and Emozioni campaign. Last year's *American Eyes* campaign featured husband and wife team, Antoni Wichryk, O.D., and Geena Wichryk, an ABO optician, of Wichryk Eye Associates from Macungie, PA.

The *American Eyes* campaign concept was first introduced in 2017 in celebration of the North American 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 customers 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 also featured.

“Elasta and Emozioni are historically relevant, trusted brands in North America that continue to play a very important role in our portfolio and are essential to our customers and to the end-consumer who is looking for high quality, value-priced eyewear. For this reason, we are very pleased to introduce the newest *American Eyes* campaign and are very thankful for Dr. Peter Tacia's contribution. His involvement and commitment to Safilo represents best-in-class customer partnership,” says Steve Wright, President and Chief Commercial Officer of Safilo North America.

NEW SS19 OFFERINGS FOR ELASTA AND EMOZIONI

For Spring 2019, Safilo is please to introduce 11 all new Made in Italy Elasta men's ophthalmic styles and nine Elasta women's styles.

BACKGROUND ON ELASTA AND EMOZIONI

The Elasta men's ophthalmic brand and the Emozioni women's ophthalmic brands were reintroduced in North America in Spring 2017 due to customer request. Designed in the U.S. and Made in Italy, both brands have 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 over the past 50 years to reach today's evolution offered in the Elasta and Emozioni collections.

About Safilo

Safilo Group is 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 points of sale 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, BOSS, Elie Saab, Fossil, Givenchy, havaianas, HUGO, Jimmy Choo, Juicy Couture, kate spade new york, Liz Claiborne, Love Moschino, Marc Jacobs, Max Mara, Max&Co., Moschino, Pierre Cardin, rag&bone, Rebecca Minkoff, Saks Fifth Avenue, Swatch, and Tommy Hilfiger.

Listed on the Italian Stock Exchange (ISIN code IT0004604762, Bloomberg SFL.IM, Reuters SFLG.MI), in 2018 Safilo recorded net revenues for Euro 962.9 million.

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