



POLAROID EYEWEAR SPONSORS NYC PRIDE

Eyewear Brand to Participate in Official 2019 NYC Pride March Among Other Pride-Related Initiatives

NEW YORK (JUNE 2019) – Polaroid Eyewear, a worldwide leading eyewear brand and the inventor of the original polarized lenses, is proud to announce its silver sponsorship of NYC Pride, the official host of WorldPride 2019 and Stonewall 50, along with a slew of other Pride-related activations throughout the Pride month of June.

Leveraging on its inclusive brand message SEE BEYOND, Polaroid Eyewear, the only eyewear brand participating in NYC Pride, will be present with a uniquely designed branded float that will navigate its way through the official 2019 NYC Pride March on Sunday, June 30th, expected to be the largest LGBTQI+ Pride March in history. Four hundred “friends of the brand” are being invited to register to march wearing WorldPride-themed Polaroid Eyewear T-shirts alongside the Polaroid Eyewear float.

Polaroid Eyewear will also have a presence at other local NYC Pride events, Pride Island (June 29 and 30th) and PrideFest (June 30). At the retail level, the brand is partnering with Bloomingdale’s on a Pride-themed pop-up shop activation and has designed dedicated NYC Pride Stonewall window cling posters for use by its optical retailers in New York City and other select Pride-celebrating cities. Pride-inspired Polaroid Eyewear images will blanket various parts of New York City, including bus shelters, on June 16th, via a Wild Posting outdoor street-level advertising initiative, the brand will also be present with Pride-themed imagery on digital billboards in the heart of Times Square on June 27th, 28th and 30th. In addition, the brand is developing a Pride-themed social media campaign that will take over the brand’s Instagram account (@polaroideyewear).

BLOOMINGDALE’S POP-UP

Polaroid Eyewear is proud to be part of Pride For All, a Bloomingdale’s pop-up shop created in celebration of Pride month and curated by *Out* magazine’s editor-in-chief Phillip Picardi. The pop-up shop is filled with Picardi’s favorite inclusive, forward-thinking brands and exclusive offerings, including the newest range of Polaroid PLD2053/S polarized sunglasses, in all of the colors of the rainbow, to honor the official Pride flag. The sunglasses are housed in colorful custom cases featuring the text “CELEBRATE LOVE IN ALL ITS COLORS” and color-coordinated to match the lenses of the glasses. There are four pop-up locations including, 59th Street and Soho (NYC), Century City (LA) and San Francisco, plus Bloomingdale’s e-comm site.

PRIDE SOCIAL MEDIA CAMPAIGN

Polaroid is proud to celebrate love and equality in all its colors by introducing its first ever PRIDE-themed social media campaign that encourages people to see the world from a new point of view. The campaign will run on Polaroid Eyewear's social media channels from June 15th – June 30th as an initiative to raise awareness and break down barriers to achieving equal justice and equal opportunity for the LGBTQI community. Shot by photographer Jason Wee, the Polaroid Pride campaign features a total of eight New York-based fearless and unconventional LGBTQI influencers who were selected for their availability to see beyond with a fresh and playful attitude. All are wearing the brand's newest sunglasses in the colors of the rainbow, including: Miss Malice (@missmalice_switchplay), Bowen Yang (@fayedunaway), Zach Stafford (@zachstaff), Kia Damon (@kiacooks), Johanna Toruno (@johannareign), Alok Vaid-Menon (@alokvmenon) and Ceyenne Doroshow (@doroshow).

"As an authentic and inclusive brand, Polaroid Eyewear is extremely proud to sponsor 2019 NYC Pride, the first WorldPride event to be hosted in the United States. We are beyond excited to begin our corporate partnership in such a special year – one that commemorates the 50th anniversary of the Stonewall Uprising – and do our part to support the LGBTQI community through meaningful activations," says Victoria Hallberg, Chief Marketing Officer of Safilo North America.

BACKGROUND INFORMATION REGARDING WORLDPRIDE:

WorldPride, a licensed event granted by InterPride, an international membership organization of Pride organizers, is a culturally-diverse expression of the quest for equality and liberty of Lesbian, Gay, Bisexual, Transgender and Intersex (LGBTI) people worldwide and exists to rally the LGBTI communities on a global level in the quest for freedom and human rights.

Commemorating the 50th Anniversary of the 1969 Stonewall Uprising, a major turning point in the modern gay civil rights movement, NYC Pride 2019 will simultaneously host WorldPride, the first U.S. Worldpride in the event's nearly 20-year history. This sixth edition of WorldPride, dually branded Stonewall50, is expected to welcome over four million domestic and international LGBTQI and guests to New York City to encounter a one-in-a-lifetime experience to honor and celebrate the Pride movement in the same location where the modern movement began in 1969, the Stonewall Inn. NYC Pride is producing over 25 official WorldPride's events including the March, Rally and Pride Island throughout the month of June.

PRIDE MARCH ROUTE

The 2019 Pride March will step off at noon on Sunday, June 30th from 26th Street and 5th Avenue. Some 150,000 marchers will proceed south on Fifth Avenue, eventually passing the Stonewall Inn, which was designated in 2016 by President Barack Obama as the Stonewall National Monument, and then through the neighborhoods of Greenwich Village and Chelsea, cradles of the modern LGBTQ civil rights movement. The Pride March will disperse in Chelsea just north of 23rd Street and 7th Avenue, after passing the New York City AIDS Memorial.

Thanks to their legendary polarized lenses, POLAROID sunglasses allow the wearer to see beyond with a perfect and protected vision, always keeping a fresh and playful attitude: with a unique and authentic view.

#polaroideyewear #seebeyond #worldpridenyc

Polaroid Eyewear is a worldwide leader in eye-care and optics and a pioneering international eyewear brand that owes its name to the invention that changed the world of technology and optics: polarized lenses. Polaroid, since it was established by Edwin Land in 1937, has strengthened its reputation as a leading brand in polarized lenses. Today, Polaroid produces and distributes its polarized sunglasses, Clip-ons, Suncovers™ and optical frames worldwide through its owner subsidiaries and its network of exclusive distributors. The brand joined the Safilo Group in April 2012. For further information: www.polaroideyewear.com.

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