



**SAFILO RETURNS TO MAIN FLOOR
FOR VISION EXPO WEST 2019
WITH NEWLY DESIGNED BOOTH
(Booth # 16086, Sands Convention Center)**

SECAUCUS – September 2019 – Safilo, a worldwide leader in the design, manufacturing and distribution of sunglasses, optical frames, sports eyewear and related products, is proud to announce its exciting return to the main show floor of Vision Expo West (VEW), the second largest eyewear trade show in the U.S. There, Safilo will be present with an impactful and easily accessible new corporate booth with which to greet all show attendees from Thursday, September 19th – Saturday, September 21st.

After two-years of showing its expansive designer portfolio in The Suites, the company returns – with its full eyewear portfolio of 30+ brands – to the Sands Convention Center with an enticing, newly designed, 50 x 60 sophisticated selling environment that closely resembles its much buzzed about new booth introduced at Vision Expo East in March.

The highly engaging new booth will concentrate on the company's Fall/Winter 2019 collections with a special emphasis on the company's own top-performing Carrera brand and best-selling Kate Spade New York license. Both will be supported with attention-grabbing activations featuring branded selfie stations. Carrera tote bags will be gifted to all booth visitors. Bubbly (prosecco) will be served at 5:00pm on Thursday and Friday, along with branded tote bag giveaways, during a kate spade new york-themed cocktail hour in honor of the brand's 7th consecutive EyeVote Reader's Choice Award for Favorite Women's Fashion Sunglass Brand. Additional collections on display will include the company's proprietary brands such as Polaroid, Safilo and Smith, as well as licensed collections including BOSS, Dior, Jimmy Choo, rag & bone, Tommy Hilfiger and more. The company will also present a variety of interactive digital media solution services for the exam room, waiting room and optical retail.

A dedicated order writing area will provide an exclusive sales environment for customers and sales representatives to review collections and where passed hors d'oeuvres and Prosecco will be served throughout the show. There, customers will also learn about compelling show specials and treated to a Safilo swag bag with every frame purchase.

Current Safilo customers attending VEW are encouraged to schedule appointments in advance of the show with their sales reps.

“As the largest independent frame manufacturer with a new vision for Safilo North America, I’m proud to renew our commitment to Vision Expo West – and to our customers – by being present again in an impactful and accessible way on the main show floor with an exciting offer of new products, business-building solutions and commercial programs,” said Steve Wright, President and Chief Commercial Officer of Safilo North America.

“We are super excited to reveal our new booth to our West Coast customers, which closely resembles our much talked about booth launched at VEE; it was a huge home run for us and expect the same result in Las Vegas,” added Victoria Hallberg, Safilo North America’s Chief Marketing Officer.

About Safilo Group

Safilo Group is a worldwide leader in the design, manufacturing and distribution of sunglasses, optical frames, sports eyewear and related 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, 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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