



Press Release

BOSS EYEWEAR ANNOUNCES PARTNERSHIP WITH ORLANDO BLOOM

January 2020. *Carnival Row* star, Orlando Bloom, has been announced as the BOSS Eyewear ambassador for 2020. Best known for his work on the *Lord of The Rings* and *Pirates of The Caribbean* franchises, Bloom is a world-renowned icon. His noteworthy and influential sense of style creates an undeniable synergy between the actor and the BOSS man, making him the perfect choice to wear the signature styles from the Spring/Summer 2020 BOSS Eyewear collection.

“Eyewear has always been an integral part of an outfit for me,” says Bloom, “Whether you’re going for a bold look or something more relaxed, your eyewear should reflect the way you are dressed, and the way you feel. The BOSS brand understands the desire to look good without compromising on comfort or individual style, which is something that resonates with me.”

Introduced by Bloom with the words “Everybody has a story to tell”, the actor’s first campaign, shot by Matthew Brookes, is an optimistic fusion of pop color, effortless cool, and endless possibilities, with Bloom bringing a laid-back, playful approach to the modern frames in the Spring/Summer 2020 collection.

The Spring/Summer BOSS Eyewear campaign featuring Orlando Bloom will be launched globally in February 2020.

BOSS
HUGO BOSS
eyewear

BOSS 1127/S



BOSS 1129



BOSS 1144/F/S



BOSS 1145



Credits

Talent: Orlando Bloom

Photographer: Matthew Brookes

Video Director: Emma Dalzell Khan

Stylist: David Lamb

Hair: Terry Saxon

Make-up: Lotten Holmqvist

BTS Photographer: Zuzana

Production: Collateral Films

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, David Beckham, Elie Saab, Fossil, Givenchy, havaianas, HUGO, Jimmy Choo, Juicy Couture, kate spade new york, Levi's, Liz Claiborne, Love Moschino, Marc Jacobs, Max Mara., Missoni, M Missoni, 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.