



## **SAFILO NORTH AMERICA FOCUSES ON FALL EYEWEAR TRENDS FOR MEN, WOMEN AND MILLENNIALS ON NEXT VIRTUAL EPISODE OF SAFILO LIVE**

### **SAFILO LIVE Fall Expo to air in U.S. and Canada on Wednesday, September 23<sup>rd</sup> at 2pm EDT**

**SECAUCUS (NJ)** – September 18, 2020 – Safilo North America announces the date and topic of its next SAFILO LIVE virtual episode. Entitled ***SAFILO LIVE Fall Expo***, the hour-long program will air on **Wednesday, September 23<sup>rd</sup> at 2pm EDT**, on its own dedicated channel, and will focus on Fall 2020 frame trends for men, women and millennials.

This is the company's second monthly installment of SAFILO LIVE, Safilo's new online channel offering innovative virtual programming to its customers across the U.S. - and now also available this month - in Canada. The program can be viewed live or watched "on demand" through Wednesday, September 30<sup>th</sup> at 9pm EDT. The *first-ever* SAFILO LIVE "episode" took place on **Wednesday, August 5<sup>th</sup>** and focused on back-to-school eyewear.

The company is producing these new SAFILO LIVE monthly "broadcasts" with the aim of providing viewers with unique content that includes safe virtual shopping, exclusive sales offers and giveaways, marketing tips and business solutions, to help further attract customers to the offices of eyecare professionals.

Formatted like a home shopping program, the shows feature Safilo hosts who provide informative content, including product features and benefits, as well a live Q&A session with knowledgeable sales reps. Exclusive SAFILO LIVE sales offers and giveaways will be promoted during the live broadcast and extended for one full week via the program's "On Demand" mode. Once viewers sign up to watch the episode, the registration link can be used to watch the live program or view on demand as a taped episode.

Safilo North America customers can register to watch the episode by going to [www.mysafilo.com](http://www.mysafilo.com) (U.S.) or [www.mysafilocanada.com](http://www.mysafilocanada.com) (Canada) and should contact their local Safilo sales rep for more information.

#safilolive

#safilofallexpo

### **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 designs into high-quality products according to the Italian tradition. Through an extensive wholly owned network of subsidiaries in 40 countries and more than 50 distribution partners in key markets throughout North and Latin America, Europe, Africa, the Middle East, Asia Pacific and China, Safilo is committed to quality distribution of its products in nearly 100,000 selected points of sale worldwide. Safilo's portfolio encompasses its own core brands Carrera, Polaroid, Smith, Safilo, Blenders, Privé Revaux, 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 2019 Safilo recorded net revenues for Euro 939 million.

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