EYEWEAR by DAVID BECKHAM

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**FALL/WINTER 2020 COLLECTION**

Eyewear by David Beckham Collection for Fall/Winter 2020 introduces new sunglasses and optical frames enriching the eyewear range imagined by David Beckham, globally recognized for his style and inspired by many years of fashion and grooming experience; and developed by Safilo, a worldwide leader in the design, manufacturing and distribution of sunglasses, optical frames, sports eyewear and products.

The new Eyewear by David Beckham Collection, combining an effortless and British style with a sharp focus on detail and functionality, is dedicated to a consumer interested in a classic design with an international feeling**.** The collection includes an offer of sunglasses and optical frames featuring lightweight and highest quality materials. The acetate and metal eyewear frames feature subtle masculine design and exquisite craftsmanship with distinctive details, all highlighted by an elegant color palette. The new campaign was shot last year in Paris by Matthew Brookes, with behind-the-scenes action captured by David's son, Brooklyn.

David Beckham said, "I'm really proud of this new eyewear collection for Fall / Winter 2020 and look forward to people enjoying the different pieces. I have so many great memories of living in Paris and I love to visit whenever I can with my family, so I was excited to shoot the new campaign right in the heart of such a special city. It was great to work again alongside my son Brooklyn and see him capture the spirit of my collection in a city famous for its great style and rich culture.'

The Eyewear by David Beckham Collection features the distinctive **Talisman,** the iconic detail drawing inspiration from the wings of a bird and symbolizing power, protection and freedom, designed to be visible from the front and the side of the eyewear as a distinctive character of Eyewear by David Beckham. The **DB monogram** is lasered on the frontal lens, an engraved symbol on the inner part of the tip, and a chiseled metal wire core visible inside the temple.

**HIGHLIGHTS FROM THE STYLE PIONEER COLLECTION**

***STYLE PIONEER***
Contemporary in feeling and subtle in details, these sunglasses and optical frames are dedicated to a stylish individual, with a taste for fashion, creating their own style and finding inspiration in haute couture and global icons. Designed for special occasions, this eyewear is suitable for day and night, for indoor and outdoor, thus becoming the perfect accessory for the most important moments.

**DB 7023 optical frame**
Retro in inspiration yet contemporary in execution, these metal optical frames feature a classic pilot shape reinterpreted with distinctive details adding a sophisticated touch: the *Talisman* detail shaped on the metal temples as well as on the nose and on the double bridge, the vintage-inspired chiseled pattern (*vclines*) inside the arms and the temple-tips, the DB Monogram lasered on the lens of the sunglasses.
DB 7037/S sunglasses are available in gold with grey horn tips and grey lenses, gold with brown Havana tips and green shaded lenses, palladium with brown Havana tips and brown lenses, ruthenium with black tips and grey shaded lenses.

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**DB 7021 optical frame**

These vintage-inspired rounded optical frames in acetate convey an effortless and contemporary feeling in their bold volumes underlined by the geometric design of the temples, personalized by the metal *Talisman* as a subtle aesthetic and functional detail on the hinge.
The elegant palette includes monochromic colorways or subtle contrasts of refined Havana shades.
DB 7021 optical frame is available in black, black/striped brown, grey horn, transparent brown /brown Havana, red Havana.

The Eyewear by David Beckham Collection for Fall/Winter 2020 will be available worldwide in selected eyewear stores starting October 2020. The collection is produced and distributed by Safilo Group, a worldwide leader in the design, manufacturing and distribution of sunglasses, optical frames, sports eyewear and products.

**David Beckham**

One of the world's most recognised personalities, David Beckham, OBE is one of England's most successful footballers. Beckham's football career boasts 20 years with some of the most successful clubs in the world: Manchester United, Real Madrid, A.C. Milan, LA Galaxy, Paris Saint- Germain and the England National team which he captained for six years.
Amongst his achievements in football, Beckham is the first English player to have won league titles in four countries: England, Spain, the United States and France.
After retiring from playing, Beckham has established himself as a successful entrepreneur, working strategically and creatively with many of the world's leading brands including adidas, AIA Vitality, Diageo, Coty, Tudor & Marina Bay Sands and Safilo.
Beckham holds the position of Ambassadorial President of British Fashion Council (BFC). In his role David supports emerging British fashion talent on a global scale and works with the BFC to drive funding into the creative industries.
In 2018 Beckham fulfilled a lifelong ambition to be an owner of a football club and his group was awarded the Major League Soccer Franchise for the city of Miami. Inter Miami CF was announced in September and the team began playing in 2020.
David Beckham has played a crucial role, as Goodwill Ambassador, in helping UNICEF, the United Nations Children's Fund, promote and protect the rights of the world's most vulnerable children. David launched the ground-breaking initiative 7: The David Beckham UNICEF Fund to protect millions of children around the world from danger. Over the 15 years David has worked with UNICEF, he has used his voice and influence to raise awareness and affect change. David's humanitarian work remains a focus for him and in 2019 David Beckham lent his voice to Malaria No More. The campaign won the 'Outstanding use of AI for social good's award at Cog X.

**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, 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.