



Press Release

BOSS Eyewear present the Spring/Summer 2021 Eyewear campaign featuring ORLANDO BLOOM

January 2021. *Carnival Row* star, Orlando Bloom, is the BOSS Eyewear ambassador for Spring/Summer 2021. 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 sunglasses and optical frames from the Spring/Summer 2021 BOSS Eyewear collection.

"Eyewear to me is always the essential complement of an outfit," says Bloom, "Your eyewear should reflect the way you are dressed and the way you feel, either in a bold or in a relaxed look. BOSS eyewear perfectly brings together comfort with elegance and functionality, which I always appreciate".

The new eyewear campaign, shot in Los Angeles by Cliff Watts, is introduced by Orlando Bloom with the words "Everybody has a story to tell" to reflect the MY OWN BOSS spirit and portray the strong, self-confident and authentic attitude of BOSS man.

The new sharp and clean visuals convey a full focus on the product which is particularly emphasized thanks to an unexpected multiplication effect: the new sunglasses and optical frames are captured from different perspectives in striking close-ups, underlined by soft color contrasts and a bright summery lightning.

The Spring/Summer BOSS Eyewear campaign featuring Orlando Bloom will be launched globally in February 2021.

Credits

Talent: Orlando Bloom
Photographer and Director: Cliff Watts
Stylist: Maryam Malakpour
Grooming: Cristal Liz
BTS: Adam Amengual + Tommy Moore
Production: Collateral Films

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eyewear



BOSS 1300U/S optical frame:

These new men's rectangular optical frames Made in Italy and **exclusive to North America** are crafted in acetate and personalized by distinctive details such as a tactile subtle pattern with flex hinges and adjustable end-tips for added comfort. The color palette includes black, Havana and blue.



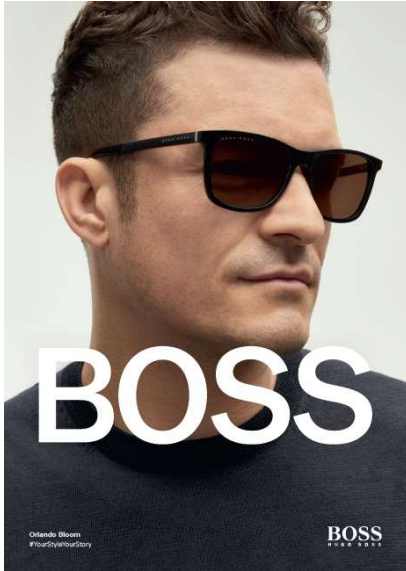
BOSS 1255 optical frame:

These new men's optical frames, with their squared double-bridge contemporary shape, are Made in Italy and crafted in a perfect mix of metal and acetate, personalized by distinctive details and slim metal temples with adjustable plastic end-tips for added comfort. The color palette includes black/gold, black/dark ruthenium, blue/ruthenium and brown/ruthenium for the squared style.

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BOSS 1299/U/S sunglasses: These new men's squared sunglasses Made in Italy and **exclusive to North America** features a contemporary yet timeless and refined squared shape crafted in sophisticated acetate, featuring signature details such a metal detail finely enriching the endpiece and micro-casted BOSS logo. Offered in wide sizes (55-57) with polarized lenses with flex hinges and adjustable end tips for added comfort. The color palette includes black/gold with grey lenses, brown horn/ruthenium with brown lenses, grey/black with gold mirror lenses, gold/blue with subtle gold flash lenses and light grey/ruthenium with silver mirror lenses.

The BOSS Eyewear collection is produced and distributed by Safilo Group.

About Safilo Group:

Established in 1934 in Italy's Veneto region, Safilo Group is one of the eyewear industry's principal players in the design, manufacturing and distribution of optical frames, sunglasses, sports eyewear, goggles and helmets. The Group designs and manufactures its collections by blending stylistic, technical and industrial innovation with quality and skillful craftsmanship. With an extensive global presence, Safilo's business model enables it to monitor its entire production and distribution chain. From research and development in five prestigious design studios, located in Padua, Milan, New York, Hong Kong and Portland, to its six company-owned production facilities and network of qualified manufacturing partners, Safilo Group ensures that every product offers the perfect fit and meets the highest quality standards. Reaching approximately 100,000 selected points of sale worldwide with an extensive wholly owned network of subsidiaries in 40 countries and more than 50 partners in 70 countries, Safilo's well-established traditional wholesale distribution model, which encompasses eyecare retailers, chains, department stores, specialized retailers, boutiques, duty free shops and sporting goods stores, is complemented by Direct-to-Consumer and Internet pure player sales platforms, in line with the Group's development strategies.

Safilo Group's portfolio encompasses own core brands: Blenders, Carrera, Polaroid, Privé Revaux, Safilo, Seventh Street and Smith. Licensed brands include: Banana Republic, BOSS, David Beckham, Elie Saab, Fendi, Fossil, Givenchy, havaianas, HUGO, Isabel Marant, Jimmy Choo, Juicy Couture, kate spade new york, Levi's, Liz Claiborne, Love Moschino, Marc Jacobs, Missoni, M Missoni, Moschino, Pierre Cardin, PORTS, rag&bone, Rebecca Minkoff, Tommy Hilfiger, Tommy Jeans and Under Armour.