



**SAFILO NORTH AMERICA ANNOUNCES SAFILO LIVE SPRING EXPO:
A VIRTUAL PRODUCT SHOWCASE AND SELLING EVENT**

**Fourth Edition of SAFILO LIVE Premieres Tuesday, March 30th at 2pm EDT
with 24/7 Viewing Access through April 9th**

SECAUCUS (NJ) – March 18, 2021 – Safilo North America announces its next SAFILO LIVE virtual event entitled ***SAFILO LIVE Spring Expo***. The new 30-minute virtual product showcase and selling event, focuses on some of Safilo’s most coveted Spring 2021 collections. It will premiere on **Tuesday, March 30th at 2pm EDT, with 24/7 “on demand” viewing access for days through April 9th.**

This is the company’s fourth installment of SAFILO LIVE, Safilo’s new online channel offering innovative virtual programming to its customers across the U.S., and now also Canada. Filmed in Safilo North America’s Secaucus, NJ headquarters using all Covid-19 proper safety protocols, these SAFILO LIVE “broadcasts” are produced with the aim of providing eyecare professionals with unique content while providing a safe virtual shopping environment.

Formatted like a home shopping program, the episode will feature several Safilo hosts who will provide informative brand and product content, live models to showcase the eyewear, as well as a Q&A session to answer viewer questions. Once viewers sign up to watch the episode, the registration link can be used to watch the program live or at their viewing convenience through **April 9th.**

Safilo North America customers can register to watch this episode via www.mysafilo.com (U.S.) or www.mysafilocanada.com (Canada) or contact their local Safilo sales rep for more information.

#safilolive

#safilospringexpo

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