

PRIVÉ REVAUX

EYEWEAR

PRIVÉ REVAUX APPOINTS MAUREEN CAVANAGH AS SENIOR VICE PRESIDENT OF GLOBAL SALES

Miami, May 7, 2021 – Privé Revaux, the US-based affordable, celebrity brand acquired by Safilo in February 2020, has appointed Maureen Cavanagh as Senior Vice President of Global Sales, effective April 2021. In her role, Maureen will provide leadership and strategic direction to the global sales function and help drive growth as Privé Revaux continues to expand into new international regions and markets.

Maureen has over 25 years of optical experience spanning from Johnson & Johnson Vision Care to most recently Essilor of America for the past 15 years, where she held senior executive positions including President of Nassau Vision Group, Vice President of Retail and Board Director of Essilor International. Maureen is also a certified optician by the American Board of Opticianry and past President of the Optical Women’s Association in the US.

“We welcome Maureen who is a highly experienced professional in the industry, with strong entrepreneurial skills and successful background,” commented David Schottenstein, founder and CEO of Privé Revaux. “Maureen’s extensive experience in building high-performing sales teams and developing lasting customer relationships are critical to our future growth as we forge into new markets and continue expanding our global footprint. With her veteran sales leadership, we will have greater alignment and collaboration, as we expand globally.”

“This year has been an extremely tough year for everyone, and Privé Revaux has certainly not been immune to the challenges posed by the pandemic. Our entire industry has been forced to change and adapt, but Safilo and Privé Revaux have weathered the storm with remarkable resilience,” added Maureen Cavanagh. “I’m looking forward to applying my experience and deep market knowledge to continue Privé Revaux’s astonishing growth.”

About Privé Revaux

Privé Revaux was founded by Hollywood heavy hitters Jamie Foxx, Ashley Benson and Hailee Steinfeld, along with serial entrepreneur David Schottenstein, and Creative Directors Rob Zangardi and Mariel Haenn with the mission to disrupt the eyewear market as a purveyor of quality goods at a great value. Built on a shared passion for style and quality with the belief that designer eyewear shouldn’t be a luxury reserved for a select few, the brand is continually on the forefront of design, innovation and craftsmanship. Privé Revaux has expanded its product offering in a short time from traditional sunglasses into high-quality, fun and fashion-forward reading glasses, anti-blue light glasses, accessories, multiple celebrity designed capsule collections and prescription eyewear. In February 2020, Safilo Group, a worldwide leader in the design, manufacturing and distribution of eyewear acquired the majority stake equity in the brand. Learn more at priverevaux.com