



DSQUARED2

**SAFILO AND DSQUARED2 ANNOUNCE THE EARLY RENEWAL OF THEIR
GLOBAL MULTI-YEAR LICENSING AGREEMENT FOR EYEWEAR**

Padua / Dublin – February 6, 2025 – Safilo Group – one of the eyewear industry’s key players in the design, manufacturing and distribution of prescription frames, sunglasses, outdoor eyewear, goggles, and helmets - and Dsquared2 – the international fashion brand founded in 1995 by Dean and Dan Caten renowned for its uniqueness and creativity – announce the early renewal of their global licensing agreement for the design, manufacturing and distribution of Dsquared2 branded eyewear collections until the end of December 2031.

“We are delighted about the early renewal of our partnership with Dsquared2, a brand that stands out for its unique positioning and for its ability to anticipate and interpret fashion trends. Since the beginning of our collaboration in 2021, Dsquared2 has quickly established itself as one of the most dynamic brands in our portfolio, able to perfectly blend style and innovation. Together, we will continue to work in synergy to enhance the brand’s presence in Europe and around the world, bringing its distinctive vision to more and more people, consolidating its success at a global level” – declared Angelo Trocchia, CEO of Safilo Group.

“Renewing the partnership with Safilo on Dsquared2 eyewear is a commitment to continuing a vision”, said Dean and Dan Caten, founders and creative directors of the brand. – “The styles have always reflected a balance between creativity and craftsmanship ensuring they resonate with the brand’s identity. Being aligned on design has been pivotal, not just for aesthetic consistency, but for creating products that truly represent Dsquared2 essence. Every frame is a testament to the synergy between the brand and Safilo.”

About Safilo Group

Safilo is a global player in the eyewear industry that has been creating, producing, and distributing for over 90 years sunglasses, prescription frames, outdoor eyewear, goggles and helmets. Thanks to a data-driven approach, Safilo goes beyond the traditional boundaries of the eyewear industry: in just one company it brings together Italian design, stylistic, technical and industrial innovation, and state-of-the-art digital platforms, developed in its digital hubs in Padua and Portland, and made available to Opticians and Clients for an unmatched customer experience. Guided by its purpose, See the world at its best, Safilo is leading its Group legacy, founded on innovation and responsibility, onwards towards the future.

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 company-owned production facilities and network of qualified manufacturing partners, Safilo Group ensures that every product offers the perfect fit and meets high 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 home brands - Carrera, Polaroid, Smith, Blenders, Privé Revaux and Seventh Street. The perpetual license Eyewear by David Beckham. Licensed brands include: BOSS, Carolina Herrera, Dsquared2, Etro, Fossil, HUGO, Isabel Marant, Juicy Couture, Kate Spade New York, Kurt Geiger, Levi's, Liz Claiborne, Love Moschino, Marc Jacobs, Missoni, Moschino, Pierre Cardin, PORTS, Stuart Weitzman, Tommy Hilfiger, Tommy Jeans and Under Armour.

The parent company, Safilo Group S.p.A., is listed on the Euronext Milan organized and managed by Borsa Italiana (ISIN code IT0004604762, Bloomberg SFL.IM, Reuters SFLG.MI). In 2023, Safilo Group recorded net revenues for Euro 1,024.7 million.

About Dsquared2

Individual, daring and creative, Dsquared2's approach to fashion is a distinct mix of heritage Canadian iconography, modern Italian tailoring and playful sensuality. Founded by brothers Dean and Dan Caten in 1995, the brand's collections are a seamless melding of contrasts: sporty and glamorous, laidback and extravagant, and masculine and feminine. The Dsquared2 collections are produced in Italy, giving rise to the brand's motto of "Born in Canada, Made in Italy".

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