



CAROLINA HERRERA

**SAFILO GROUP AND CAROLINA HERRERA ANNOUNCE THE RENEWAL OF
THEIR GLOBAL MULTI-YEAR EYEWEAR LICENSING AGREEMENT**

Padua/New York – June 23, 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 Carolina Herrera - the globally recognized fashion brand – announce the renewal of their global licensing agreement for the design, manufacturing and distribution of Carolina Herrera branded eyewear collections until 2031.

The renewal of the partnership confirms the success of the collaboration, which, since its beginning in 2022, has seen constant growth in brand recognition.

“We are pleased to extend our fruitful collaboration with a global womenswear brand such as Carolina Herrera and to continue strengthening its brand identity through distinctive and modern eyewear collections, developed through the synergy between Carolina Herrera’s Creative Director Wes Gordon and Safilo’s design and craftsmanship expertise. Looking ahead, our shared vision focuses on expansion in high-potential key markets, product innovation, and a strategic boost to marketing and communication targeting physical points of sale as well as digital channels” - declared Angelo Trocchia, CEO of Safilo Group.

“We are proud to continue our successful partnership with Safilo organization and reinforce the business momentum with creativity, craft and innovation. Throughout our collaboration, the talented Safilo team has demonstrated their commitment to best-in-class design and product development to beautifully represent the Carolina Herrera brand in eyewear – contributing a key strategic category in our product portfolio” said Emilie Rubinfeld, Carolina Herrera Ltd. President.

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 40 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 2024, Safilo Group recorded net revenues for Euro 993.2 million.

About Carolina Herrera

Carolina Herrera is an international fashion and beauty house recognized for its colorful, joyful and confident take on life.

Founded in 1981 by Carolina Herrera, the eponymous label's scope has steadily grown and now includes ready-to-wear clothing and accessories for women, men, and children, as well as bridal wear, fragrances, and makeup.

The House's fragrance adventure began in 1988 with the launch of Carolina Herrera's first eau de parfum. In 1996, Mrs. Herrera's daughter, Carolina A. Herrera, joined the company for the launch of 212 and was appointed to the role of Beauty Creative Director in 2020. Today, she leads a division that comprises over 20 fragrances with a presence in more than 120 countries worldwide - including the Herrera Confidential collection, CH, Bad Boy and the wildly successful Good Girl and 212 - and is also responsible for the brand's first-ever makeup line, Herrera Beauty.

A quintessentially New York brand, the House of Herrera is defined by its three lines: Helmed by Creative Director Wes Gordon, Carolina Herrera New York embodies the fearless & fabulous women of today who aren't afraid to stand out in style. CH Carolina Herrera portrays a bold, solar and free-spirited approach to fashion and beauty. Finally, 212 Carolina Herrera is aligned with the fresh energy of young New Yorkers who live for parties and shared experiences. Known for embracing elegance with a touch of irreverence, the brand's fashion and beauty collections reflect the iconic style and effortless sophistication inherent to its founder, Carolina Herrera.

Follow [@carolinaherrera](#) on Instagram and [Facebook.com/CarolinaHerreraNY](#) for the latest news.

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