



## SAFILO AND PIERRE CARDIN ANNOUNCE THE RENEWAL OF THEIR GLOBAL EYEWEAR LICENSING AGREEMENT

**Padua / Paris – December 22, 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 Pierre Cardin - the historic Parisian fashion house - announce the renewal of their global licensing agreement for the design, manufacturing and distribution of prescription frames and sunglasses under the Pierre Cardin brand.

This renewal, which will now run until 2031, demonstrates the strong collaboration between the two Groups, whose partnership began with the presentation of the first Pierre Cardin eyewear collection back in 1991.

Angelo Trocchia, CEO of Safilo Group, commented: *"We are delighted to renew this partnership, which has delivered pride and success for more than three decades. This agreement strengthens our shared commitment to advancing the Pierre Cardin brand in the eyewear industry, with a focus on optical frames. For Safilo, Pierre Cardin remains a key partner, recognized for its distinctive market position, innovative design, and well-defined audience."*

*"I am proud to continue to work with Safilo and to carry forward a long-standing and well-established tradition that unites our two companies. For decades now the connection between us has been one of mutual trust and respect, which allows us to create exclusive and high-quality creative projects in exceptionally short time frames, thanks to Safilo's savoir-faire and professionalism. In fact, the creations we have developed together are greatly appreciated around the world, starting with those from the Evolution line. For example, it is truly gratifying for the Maison I lead to receive requests from international stars who wish to wear Pierre Cardin Evolution eyewear during their tours. I am certain that in the years to come we will continue to rise to new creative challenges together—with passion, positive synergy, and mutual satisfaction"*

commented Rodrigo Basilicati Cardin, CEO of Pierre Cardin.

### 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, Under Armour and Victoria Beckham (brand distributed from January 1, 2026).

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 Pierre Cardin

Maison Cardin embodies experimentation, freedom, audacity and creativity. Founded by Pierre Cardin in 1950, it is now run by Rodrigo Basilicati Cardin, the couturier's grand-nephew, who has kept the brand's DNA alive while reinventing it. The head office is located at 59, rue du Faubourg Saint-Honoré in the 8th arrondissement of Paris.

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