



**SAFILO REINFORCES ITS PRESENCE IN NORTHERN EUROPE
AND OPENS A NEW SHOWROOM IN STOCKHOLM**

Stockholm, 25 October 2015 – Safilo Group, the fully integrated Italian Eyewear creator and worldwide distributor of quality and trust, reinforces its presence in Northern Europe with the creation of a new business region combining the UK and Ireland, with the Nordic countries of Sweden, Finland, Denmark, Norway, the Baltics and Iceland. The new Northern Region will be led by Frédéric Laffort, adding to his responsibility as Safilo UK Country Manager and Global Departments Store Channel Leader.

The establishment of the Northern Region represents a further step in Safilo's 2020 Strategic Plan, which aims to broaden its geographic coverage through consistent, high quality commercial capabilities to approach the market successfully with its growing multi-segment broad portfolio.

“North becomes one of Safilo's most important markets in Western Europe, enabling us to lead here with strong tailor-made and impactful customer and consumer plans, and drive market share growth,” comments Joanna Onland, recently appointed Chief Commercial Officer for Western Europe and Global Key Accounts and member of the Group's Executive Committee. “Our special focus goes to Polaroid, Carrera and Smith. Polaroid in particular has historically seen Nordic as a global leadership market, and today takes further steps forward in product design, quality, and impactful communication programs, while preserving its core proposition as the trusted original inventor of polarisation and democratic expression.”

Safilo designs, creates, manufactures and distributes the iconic eyewear collections of its unique portfolio, playing a key role in the different market segments with its prestigious and international brand portfolio: from “Atelier” with brands such as Elie Saab to “Mass Cool” with Polaroid, Havaianas and Swatch The Eyes. The opening of the Stockholm showroom – one of the more than twenty worldwide showrooms that follows the latest openings in London, Zurich, Hong Kong, Dubai and Mexico City – demonstrates the Group's focus and commitment to the Nordic markets, and its investment in nurturing and further developing its long standing customer partnerships across the Nordic countries.

During the past weeks, Safilo has announced further developments in its brand portfolio. Following the renewal of Jimmy Choo earlier this year, the global license agreement with Max Mara Group was renewed in advance to 2023. A new license agreement was signed with Moschino and Love Moschino from 2018 to 2025. Safilo Group also announced the acquisition of the full interest in Lenti, its fourth Plant in Italy in addition to Ormoz/Slovenia, Souzhou/China and Clearfield-Utah/USA.

About Safilo Group

Safilo Group is the fully integrated Italian eyewear creator and worldwide distributor of quality and trust, leader in the premium sector for sunglasses, optical frames and sports eyewear. Design inspired and brand driven, Safilo translates extraordinary design into excellent products created thanks to a superior craftsmanship expertise dating back to 1878. With an extensive wholly owned global distribution network in 39 countries – in North and Latin America, Europe, Middle East and Africa, and Asia Pacific and China – Safilo is committed to quality distribution of its products all around the world. Safilo’s portfolio encompasses Carrera, Polaroid, Smith, Safilo, Oxydo, Dior, Dior Homme, Fendi, Gucci, Banana Republic, Bobbi Brown, BOSS, BOSS Orange, Céline, Elie Saab, Fossil, Givenchy, havaianas, Jack Spade, Jimmy Choo, Juicy Couture, Kate Spade, Liz Claiborne, Marc Jacobs, Max Mara, Max&Co., Pierre Cardin, Saks Fifth Avenue, Swatch, and Tommy Hilfiger.

Listed on the Italian Stock Exchange (ISIN code IT0004604762, Bloomberg SFL.IM, Reuters SFLG.MI), in 2015 Safilo recorded net revenues for Euro 1,279 million.

Contacts:

Safilo Group Press Office

London – Ph +44 20 01791830

Milan – Ph. +39 02 77807607

Padua – Ph. +39 049 6986021