



## **SAFILO OPENS THE THIRD EDITION OF ITS EYEWEAR PRODUCT SCHOOL**

<http://safiloproductschool.com/>

**A 3-year apprenticeship combining structured on-the-job training, formal classroom teaching, and individual coaching**

**Rooted in Safilo's historical eyewear craftsmanship dating back nearly 140 years while projecting its innovation to future generations**

**Part of the Group's Product-People-Planet sustainability strategy**

**Padua, September 18 2017** – The third edition of the Safilo Eyewear Product School opens today: a structured 3-year apprenticeship, unique in the global eyewear industry, that blends the cutting-edge requirements of artisan mastery with an international business context.

Safilo founded the Eyewear Product School in 2015, confident in the power of its historic industry leadership and legacy of generations of eyewear masters. In its academic year of 2017/18, this third edition also marks the upcoming 140<sup>th</sup> anniversary of Safilo's craftsmanship origins that date back to 1878.

The Product School is part of Safilo's sustainability strategy Product-People-Planet. It reflects the Group's corporate commitment to enduring eyewear mastery blending tradition and innovation, technicity and creativity, manuality and imagination, and the development of modern eyewear artisanship. By entrusting new generations with its legacy, nurturing research, celebrating mastery and hand-making, and doing so in an international context, Safilo drives its very own contribution to meaningful skill building of new generations, and development of the eyewear industry, as a symbol of Italian excellence.

Five young talents were selected from the more than 130 applications received: they will join their colleagues from the previous editions and, inspired by the German apprenticeship model, will learn through practical on-the-job training, coaching, formal class tutorials, and explorations in the field, deepening all areas of production, from design to development, from prototyping, engineering to industrial production, from demand planning to distribution.

Learning will involve job rotation across Safilo's worldwide manufacturing locations, design studios and commercial subsidiaries, in order to develop from the talent pipeline of Safilo's managerial figures in Product Design & Creation. The apprenticeship is designed as a foundational preparation for international career development towards Product Director at Safilo Group.

Safilo's heritage and technical know-how are rooted in Calalzo di Cadore, since 1878, and encompass a unique craftsmanship depth, which represents the true DNA and legacy of the company: hands-on experience, constantly enriched with new explorations, achieving ever-changing solutions and product developments, daring new combinations. It is this holistic view of the eyewear industry that Safilo transfers to the apprentices of its Eyewear Product School, working alongside a qualified teaching staff, comprising company experts and managers as well as external professionals who share their experience and knowledge to, in turn, prompt experimentations that the new generations will create to take the industry to new levels forward.

**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 superior craftsmanship expertise dating back to 1878. With an extensive wholly owned global distribution network in 40 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, Banana Republic, Bobbi Brown, BOSS, BOSS Orange, Céline, Elie Saab, Fossil, Givenchy, havaianas, Jack Spade, Jimmy Choo, Juicy Couture, kate spade new york, 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 2016 Safilo recorded net revenues for Euro 1,253 million.

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