



**SAFILO GROUP AND MARC JACOBS ANNOUNCE THE EARLY RENEWAL  
OF THE LICENSING AGREEMENT FOR MARC JACOBS EYEWEAR**

**Padua/New York, December 10, 2019** – Safilo, a worldwide leader in the design, manufacturing and distribution of eyewear, and world-renowned designer Marc Jacobs (Marc Jacobs International, LLC), announce the early renewal of their licensing agreement for Marc Jacobs branded optical frames and sunglasses collections. The new agreement will now run until December 31<sup>st</sup>, 2026.

The renewal of this partnership, that has reached its 15<sup>th</sup> year of collaboration, further strengthens Safilo's portfolio in the contemporary segment, while extending the positioning of the brand in the luxury segment with the launch of the Marc Jacob's Runway eyewear collection which will hit the market in January 2021.

**About Safilo Group**

Safilo Group is a worldwide leader in the design, manufacturing and distribution of sunglasses, optical frames, sports eyewear and related products. Thanks to strong craftsmanship expertise dating back to 1878, Safilo translates its design projects into high-quality products created according to the Italian tradition. With an extensive wholly owned network of subsidiaries in 40 countries – in North and Latin America, Europe, Middle East and Africa, and Asia Pacific and China – and more than 50 distribution partners in key markets, Safilo is committed to quality distribution of its products in nearly 100,000 selected points of sale all over the world. Safilo's portfolio encompasses: own core brands Carrera, Polaroid, Smith, Safilo, and licensed brands: Dior, Dior Homme, Fendi, Banana Republic, BOSS, Elie Saab, Fossil, Givenchy, havaianas, HUGO, Jimmy Choo, Juicy Couture, kate spade new york, Liz Claiborne, Love Moschino, Marc Jacobs, Max Mara, Max&Co., Moschino, Pierre Cardin, rag&bone, Rebecca Minkoff, Saks Fifth Avenue, Swatch, and Tommy Hilfiger.

Listed on the Italian Stock Exchange (ISIN code IT0004604762, Bloomberg SFL.IM, Reuters SFLG.MI), in 2018 Safilo recorded net revenues for Euro 962.9 million.

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