



## SAFILO GROUP AT SILMO 2017

**Safilo affirms its purpose to be the opticians independent partner of trust and choice, offering:**

- Trendsetting design and superior eyewear craftsmanship for unique eyewear
  - A powerful portfolio of brands covering the entire consumer spectrum
- Preview of rag&bone, Moschino and Love Moschino brand new eyewear collections
  - A further targeted optical offer to cover the diversified consumers' needs
- Continued transparent commercial terms, investments on sell out and joint planning collaboration

### Hall 6 – Stand F 073

**Paris, October 6 2017** – SAFILO Group, the fully integrated Italian eyewear creator, manufacturer and worldwide distributor of quality and trust, about to celebrate 140 years of a historically leading craftsmanship tradition that dates back to 1878, will be present at SILMO 2017, the international exhibition for the optics and eyewear industry. This is the third since its comeback in 2015. Safilo's booth is located in Hall 6 in Paris Nord Villepinte from October 6<sup>th</sup> to 9<sup>th</sup>.

Designed for great visual impact, Safilo's direction setting booth will be mainly devoted to its core brands Carrera, Polaroid, Oxydo, Safilo, and Smith. In addition, Safilo will also offer product and in-store experiences to its visitors, celebrating the power of its historical savoir-faire and the ability to combine it with leading edge innovation.

SAFILO will also display its broad brand portfolio, showcasing the latest collections by Atelier Elie Saab, Fashion Luxury Dior and Dior Homme, Jimmy Choo, Fendi, and Givenchy, Premium Boss and Max Mara, Contemporary Max&Co, Marc Jacobs, Tommy Hilfiger, Pierre Cardin and Mass Cool havaianas.

As a world preview, Safilo will also unveil collections by Fashion Luxury brand Moschino and rag&bone, and Contemporary Love Moschino, that will get on the market as of January 2018.

Specific focus will be on Safilo's optical collections, offering on-trend innovations in terms of shapes, colours and fitting. These optical collections will be displayed to give one comprehensive view of Safilo's full eyeglasses range, for which Safilo has been the industry's historical reference of excellence for decades of the past.

### MASTERING CRAFTSMANSHIP

For the first time at SILMO, SAFILO will recreate in its booth a workshop where artisans from its world renowned Italian **Atelier** will showcase the extraordinary tradition of eyewear craftsmanship "a mano libera" dating back to 1878: a unique savoir-faire that blends skilled manual expertise, many years of experience, personal passion and dedication with cutting-edge technical solutions and state-of-the art production technology for the creation of truly unique pieces of eyewear. In 2018 Safilo will celebrate the recurrence of the foundation of the very first production site in Cadore – in the Italian Dolomites - the birthplace of Safilo's manufacture heart.

### SAFILO<sup>X</sup> SMART EYEWEAR

In the context of the market launch on smithoptics.com e-commerce for North America, following the resounding success at CES in Las Vegas in January, SAFILO's brain-sensing eyewear **Smith Lowdown Focus** will be also shown at SILMO in a dedicated room. Built on the SAFILO<sup>X</sup> eyewear platform, it

delivers cognitive training technology via seamlessly integrated and beautifully designed eyewear that wearers can use every day for enhanced performance, well-being, and a positive mind.

#### **SAFILO: A VISION BEYOND FRAMES**

Redesigned with a new concept and positioning, the new SAFILO branded optical collection is quintessentially linked to the company's long-standing heritage of outstanding technical and aesthetic content, with optical frames which celebrate the superior design, functional innovation, and the "Made-in-Italy" know-how for which the brand is globally recognized.

#### **SAFILO OPTICAL**

As part of the corporate strategy to enhance Safilo's expertise in the optical range, a dedicated presentation of the latest collections will be featured including several brands of the different segments where Safilo plays in with the goal of giving to its customers the right product to respond to the different consumers' needs.

#### **CARRERA: EYEWEAR SINCE 1956**

Carrera – synonymous of pioneering design and outstanding quality – is a statement brand since 1956 for people who live by their own rules, continuously defying themselves and proudly approaching life by standing out from the crowd. At SILMO, SAFILO will showcase its breakthrough sun and optical collections, as seen in the campaigns with Academy Award Winning actor and recording artist Jared Leto. The newest sunglasses feature exclusive **RED HD Lenses**, which upgrade the polarization benefits: their colour boasts a high-contrast and anti-reflection treatment which allows colours to be seen in a much more vivid way, filters the blue light, and relaxes the eyes, thus ultimately preventing eye aging.

#### **POLAROID: CELEBRATING ITS 80<sup>TH</sup> ANNIVERSARY**

SAFILO celebrates the 80<sup>th</sup> anniversary of the Polaroid brand (1937-2017), leader in the technology of **polarized lenses** that deliver unique benefits: a glare-free vision, clear contrasts, perception of natural colours, reduced eye fatigue and 100% UV protection.

Polaroid will also take part in SILMO's contest '50<sup>th</sup> Anniversary Special Award' with its iconic sun style redesigned for its 80<sup>th</sup> anniversary.

#### **OXYDO: TECHNOLOGY MEETS BEAUTY**

The new OXYDO sunglasses collection will be showcased in a dedicated room. Pioneering a synthesis of design, art and innovation, Oxydo brings to life extraordinary wearable sculptures, deeply engrained in modern art. Its continuous drive for research and experimentation encompasses special collaborations with the most unique talents of the contemporary art scene, and inventively mixes Made in Italy, advanced technologies such as 3D printing, and architectural constructions.

#### **SMITH: HIGH PERFORMANCE EYEWEAR**

The SMITH eyewear collections will show the newest styles incorporating **ChromaPop™** lenses, Smith's exclusive lens technology that allows wearers to see detail and colour beyond normal capabilities.

Smith seeks to power thrilling experiences in snow, surf, bike, fish and peak performance outdoor adventures with a comprehensive collection that exudes modern style and vibrant personality.

#### **GALLERIA SAFILO**

SAFILO will also showcase its **digital museum**, GalleriaSafilo.com, a cloud-based digital platform designed for global smart-visitors and entirely dedicated to eyewear world and the history, technology, and everlasting charm of this industry.

#### **WOMEN IN OPTICS**

Following the events dedicated to female leaders in the optical industry held at MIDO 2017 and at VEW 2017, SAFILO will reiterate its corporate commitment to promoting female development in the Eyewear Industry and bring together its female partners from across the world in a networking cocktail organised for the first evening of the fair, in the presence of Amélie Morel, SILMO's president, and Catherine Piazza, winner of the 'Optician of the Year' award, hosted by Safilo's France MD Carole Binet, and Luisa Delgado, CEO of SAFILO Group.

**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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