



**NEW WORLDWIDE HEAD OF PR AND COMMUNICATION  
FOR SAFILO GROUP**

**Padua, September 13, 2011** – Safilo Group, worldwide leader in the premium eyewear sector, has appointed Cristina Andresano as the new Worldwide Head of PR and Communication, reporting directly to Luca Fuso, Global Head of the Licensed Brands Division of Safilo Group.

Based in Milan, where Safilo has an office and a showroom in via Montenapoleone, Cristina will manage and coordinate the PR and Communication activities of the Group through the 24 Safilo press offices around the world.

Cristina Andresano joins Safilo from Diesel where she headed the Press and Public Relation activities of the Brand for many years. Cristina had previously held similar international positions at Versace and Hugo Boss.

Roberto Vedovotto, Chief Executive Officer of Safilo, stated:

*“I am very pleased to announce the appointment of Cristina as the Worldwide Head of PR and Communication. Our management team will be enriched by an experienced professional fully dedicated to PR and Communication at global level.*

*Cristina's significant track record with some leading fashion and luxury brands, together with her international background across different business areas, will be key to Safilo's value creation proposition in the PR and Communication area. I sincerely welcome Cristina on board and I wish her all the best in her new role.”*

The Safilo Group is worldwide leader in the premium eyewear sector and maintains a leadership position in the prescription, sunglasses, fashion and sports eyewear sectors. Present in the international market through exclusive distributors and 30 subsidiaries in primary markets (U.S.A., Europe and Far East). The main proprietary branded collections distributed are: Safilo, Carrera, Smith Optics, Oxydo, Blue Bay, and the licensed branded collections are: Alexander McQueen, A/X Armani Exchange, Balenciaga, Banana Republic, Bottega Veneta, BOSS by Hugo Boss, Boss Orange, Dior, Emporio Armani, Fossil, Giorgio Armani, Gucci, HUGO by Hugo Boss, J.Lo by Jennifer Lopez, Jimmy Choo, Juicy Couture, Kate Spade, Liz Claiborne, Marc Jacobs, Marc by Marc Jacobs, Max Mara, Max&Co., Nine West, Pierre Cardin, Saks Fifth Avenue, Tommy Hilfiger, Valentino, Yves Saint Laurent.

This press release is also available on the website [www.safilo.com](http://www.safilo.com).

*For further information:*

**Safilo Group Press Office**

Milan – ph. +39 02 76020154

Padua – ph. +39 049 6985322

[pressoffice@safilo.com](mailto:pressoffice@safilo.com)

**Safilo Group Investor Relations**

Barbara Ferrante

ph. +39 049 6985766

[www.safilo.com/en/investors.html](http://www.safilo.com/en/investors.html)