



JIMMY CHOO

CARRERA AND JIMMY CHOO COLLABORATE TO LAUNCH CAPSULE MEN'S EYEWEAR COLLECTION

London, 6 May 2014 –Carrera, a leading brand of Safilo Group and the iconic luxury fashion brand Jimmy Choo are proud to announce an agreement for the design, production and distribution of an exclusive capsule collection of **Carrera by Jimmy Choo sunglasses for Men**, following the success of the Carrera by Jimmy Choo Women's capsule collection of sunglasses launched last year. This marks Jimmy Choo's first foray into the Men's eyewear category expanding their existing offering of Men's shoe, bag and small leather good offering.

The collection will blend the eyewear expertise and passionate attitude of Carrera with the confident, masculine attitude expressed by the Jimmy Choo man in a range of unique and eye catching models featuring signatures of the Jimmy Choo Men's collection. Carrera's latest best-seller, the Carrera 6000, with its distinctive shaped temples will be presented in three finishes, combining high performance in a fashion forward aesthetic.

"The Jimmy Choo Man has an innate confidence and an effortless pronounced masculine style with a refined feel for detail and a rebellious sense of humour, all qualities that are shared by Carrera," commented Luisa Delgado, CEO of Safilo Group. *"The Carrera by Jimmy Choo collection for Men will represent the perfect combination of these elements with the determination and boldness of Carrera."*

"We were extremely pleased with the success of last year's partnership and are excited about expanding the world of the Jimmy Choo man with our first sunglasses collection which we know will result in the creation of an exceptional product," said Pierre Denis, CEO of Jimmy Choo. *"The Carrera brand, since its creation in 1956, has forged a unique position in the eyewear sector and is recognized for being both innovative and adventurous. We are proud to associate Jimmy Choo with Carrera in this limited collection of eyewear."*

Safilo Group

The Safilo Group is worldwide leader in the premium eyewear sector for sunglasses, optical frames and sports eyewear. With an international presence through 30 owned subsidiaries in primary markets – in America, Europe and Asia – and exclusive distributors, Safilo produces and distributes its proprietary brands – Carrera, Oxydo, Polaroid, Safilo, Smith Optics – and the licensed brands Alexander McQueen, Banana Republic, Bobbi Brown, BOSS, BOSS Orange, Bottega Veneta, Céline, Dior, Fendi, Fossil, Gucci, HUGO, J.Lo by Jennifer Lopez, Jack Spade, Jimmy Choo, Juicy Couture, Kate Spade, Liz Claiborne, Marc Jacobs, Marc by Marc Jacobs, Max Mara, Max&Co., Pierre Cardin, Saint Laurent, Saks Fifth Avenue and Tommy Hilfiger. For further information www.safilo.com

Carrera

Carrera's history dates back to 1956, when Austrian sports eyewear maker Wilhelm Anger founded the brand, drawing inspiration from the "Carrera Panamericana" road race. Originally the brand produced motorcycle goggles and ski masks, but it soon broadened its product range to include ski helmets and then entered the fashion industry with its trendsetting collections of sunglasses and optical frames.

Acquired by the Safilo Group in 1996, Carrera continues to be a successful leading international brand and a symbol of design, innovation and quality.

Jimmy Choo

Today, Jimmy Choo encompasses a complete luxury fashion brand. Women's shoes remain the core of the product offer, alongside handbags, small leather goods, scarves, sunglasses, eyewear, belts, fragrance and men's shoes. Pierre Denis was appointed Chief Executive Officer in July 2012 and the creative direction is overseen by Sandra Choi. Together, they share a vision to create one of the world's most treasured luxury brands. Part of Labelux GmbH, a privately held luxury goods group, Jimmy Choo has a store network encompassing over 180 locations in 32 countries and is present in the most prestigious department and specialty stores worldwide.

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