



SAFILO ANNOUNCES THE NEW LICENSING AGREEMENT FOR THE MOSCHINO AND LOVE MOSCHINO EYEWEAR COLLECTIONS

Padua, September 15, 2016 – Safilo Group, the fully integrated Italian eyewear creator, manufacturer and distributor of quality and trust, announces a new licensing agreement for the design, manufacturing and worldwide distribution of the Moschino and Love Moschino collections of optical frames and sunglasses. The agreement will run for eight years starting from January 2018 until December 31, 2025, with an optional extension for a further eight years.

“The many who love Moschino’s provocative surrealist wit will celebrate with us this new exciting entry in our brand portfolio. We had been looking for a while for a brand that would add distinctive momentum through irony to our premium offer, and found it in the vivid creativity of Moschino, now so powerfully interpreted in Jeremy Scott’s vision. The subversive and pop spirit of the brand demands the highest levels of creative sensitivity, product knowledge and industry expertise, that have all been in our DNA since 1878,” comments Luisa Delgado, CEO of Safilo. “Moschino is an amazing inspiration for Eyewear stylistic design and product creation. It perfectly leverages our leading capability to translate distinctive brand equity into iconic design, and transform the most incredible sketches into detailed product construction and excellence of manufacturing. This is the foundation for the growth potential we see in this new Brand.”

The Moschino and Love Moschino Eyewear collections will be distributed worldwide in quality optical stores, department stores and in all Moschino Boutiques.

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 a superior craftsmanship expertise dating back to 1878. With an extensive wholly owned global distribution network in 39 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, Gucci, Banana Republic, Bobbi Brown, BOSS, BOSS Orange, Céline, Elie Saab, Fossil, Givenchy, havaianas, Jack Spade, Jimmy Choo, Juicy Couture, Kate Spade, 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 2015 Safilo recorded net revenues for Euro 1,279 million.

Contacts:

Safilo Group Investor Relations

Barbara Ferrante
Ph. +39 049 6985766
<http://investors-en.safilogroup.com>

Safilo Group Press Office

Milan – Ph. +39 02 77807607
Padua – Ph. +39 049 6986021