



**SAFILO AND MISSONI
ANNOUNCE THEIR NEW MULTI YEAR LICENSING AGREEMENT**

Padua/Sumirago (Varese)-Italy, 19 December 2018 – Safilo, a worldwide leader in the design, manufacturing and distribution of eyewear, and Missoni, one of the best known and loved Italian fashion and design brands, announce today their new five-year global eyewear licensing agreements for Missoni and M Missoni, renewable at the same conditions up to 2029.

The new Missoni and M Missoni eyewear collections will hit the market in January 2020 and will be anticipated by a digital communication campaign to unveil step by step the new products.

“The Missoni and M Missoni brands are such a perfect fit in our portfolio. We share with these iconic Italian brands the same values of visionary design, tradition, and excellence in manufacturing,” says Angelo Trocchia, CEO of Safilo Group. “At Safilo we can furthermore draw on our extensive archive, rich in inspiration thanks to our previous collaboration, thereby ensuring forward momentum to further support the brands’ global distribution and important business development for both our Companies.”

“We are honoured and proud to be working with Safilo once again, it represents a reunion of sorts as Safilo was our first-ever eyewear licensee in the ‘80s. Safilo is an Italian manufacturer that has a long tradition and strong expertise in its craftsmanship. From a creative perspective, I’ve always loved this product category and cannot wait to see all the diverse elements of the Missoni style developed in this new eyewear collaboration,” says Angela Missoni, Chairman and Creative Director of Missoni Group.

Michele Norsa, Industrial Partner of FSI and Vice-Chairman of Missoni, adds: “It’s an important partnership that contributes to our goal of adding further value to the brands, while giving a tangible boost to our business plan development, widening its potential of growth. With Safilo and the new eyewear collections, Missoni reinforces its brand position in the fashion and luxury industry with a global reach and well-articulated product range that appeals to worldwide consumers.”

About Safilo Group

Safilo Group is a worldwide leader in the design, manufacturing and distribution of sunglasses, optical frames, sports eyewear and 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 sales stores all over the world. Safilo's portfolio encompasses: own core brands Carrera, Polaroid, Smith, Safilo, Oxydo, and licensed brands: Dior, Dior Homme, Fendi, Banana Republic, Bobbi Brown, BOSS, Elie Saab, Fossil, Givenchy, havaianas, HUGO, Jack Spade, Jimmy Choo, Juicy Couture, kate spade new york, Liz Claiborne, Love Moschino, Marc Jacobs, Max Mara, Max&Co., Moschino, Pierre Cardin, rag&bone, Saks Fifth Avenue, Swatch, and Tommy Hilfiger.

Listed on the Italian Stock Exchange (ISIN code IT0004604762, Bloomberg SFL.IM, Reuters SFLG.MI), in 2017 Safilo recorded net revenues for Euro 1,047 million.

Contacts:

Safilo Group Investor Relations

Barbara Ferrante

Ph. +39 049 6985766

<http://investors-en.safilogroup.com>

Safilo Group Press Office

Antonella Leoni

Milan – Ph. +39 02 77807607

Padua – Ph. +39 049 6986021

About Missoni Group

Missoni is an Italian brand at the forefront of international fashion since 1953, year in which founders Ottavio and Rosita Missoni began the creation of their revolutionary knitwear fashion. Rosita Missoni is now Honorary President of the Missoni Group and Creative Director of Missoni Home.

Today the Group, with a turnover around 150 million euros, exports 75% of its production, employs approximately 300 people, and is based in Sumirago, Varese. It is owned at 58.8% to the Missoni family and at 41.2% to the fund FSI.

Contacts:

Missoni Press Office

Maddalena Aspes

Ph. +39 02 77885306

m.aspes@missoni.it

Image Building

Tel +39 02 89011300

corporate@imagebuilding.it