

JIMMY CHOO



**PRESS RELEASE**

**JIMMY CHOO & SAFILO GROUP SIGN EYEWEAR AGREEMENT**

*The two companies have signed a world-wide licence agreement valid until 2015  
for the production and distribution of the first ever  
Jimmy Choo sunglass frame and prescription collection.*

**London/Padua, 14<sup>th</sup> June 2007:** Jimmy Choo and Safilo Group are pleased to announce a world-wide licence agreement for the production and distribution of Jimmy Choo branded sunglasses and prescription frames.

This significant step into the eyewear sector for Jimmy Choo, iconic accessories brand, will see the launch of a complete sunglass collection in January 2008 followed by the prescription frame collection. The licence agreement will run until 2015.

The eyewear collection, produced and distributed by Safilo, world-wide leader in high end and luxury eyewear, will occupy a top end market position and will include a series of lady's sunglasses created in acetate and metal. The innovative designs will emphasize the distinctive Jimmy Choo style, with strong colours and luxurious details. The collections will be sold in all Jimmy Choo boutiques worldwide as well as the most prestigious and exclusive department and optical stores in the United States, Canada and the U.K..

Vittorio Tabacchi, Chairman of Safilo Group, commented "I am especially pleased that Safilo will accompany Jimmy Choo in its eyewear debut and our choice to work with this brand derives from its significant potential in the fashion sector. Safilo's high qualitative and stylistic standards, combined with its selective distribution network, will guarantee the appropriate product positioning for the brand. Our already prestigious portfolio will be enriched with this new licence, further strengthening our leadership position in the luxury fashion sector".

Tamara Mellon, Founder and President of Jimmy Choo said "Jimmy Choo is a brand valued by glamorous women and international celebrities alike. We are delighted to have found the perfect partners with Safilo Group, a company recognised throughout the world for its high end products. This exciting new agreement will give us the ability to strengthen our position as a luxury brand and achieve my original vision for Jimmy Choo to be one of the most treasured global companies".

**About Jimmy Choo (www.jimmychoo.com)**

Jimmy Choo was launched in 1996 when, as Accessories Editor at Vogue UK, Tamara Mellon realized the potential demand for stylish but wearable shoes and approached Mr Jimmy Choo, a couture shoes-maker based in the East End of London, recognized for his excellent craftsmanship. Tamara partnered with Mr Jimmy Choo to start the ready to wear company and opened the first stand alone boutique in Motcomb Street, London along with a strong wholesale business.

In April 2001, the expansion of Jimmy Choo took a significant step forward with the acquisition of Mr Jimmy Choo's equity share of the business by Equinox Luxury Holdings Ltd, a partnership formed by Phoenix Equity Partners and Robert Bensoussan, who became chief executive of Jimmy Choo. During this period, Jimmy Choo saw a dynamic expansion opening new stores and introducing both handbag and small leather goods collections. In November 2004, Lion Capital acquired a majority shareholding, valuing the company at £101 million.

In February 2007, Jimmy Choo once again made the headlines after being acquired by TowerBrook Capital Partners, the international private equity firm, a deal which valued the company at £185 million. Tamara Mellon, Founder and President and the new CEO, Joshua Schulman are in charge of the company's development which now enjoys the visibility of a major luxury brand with over 60 branded stores in many of the world's top locations.

**About The Safilo Group**

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 on the international market through exclusive distributors and 30 subsidiaries in primary markets (U.S.A., Europe and Far East), Safilo distributes proprietary branded collections Safilo, Carrera, Smith, Oxydo, Blue Bay, as well as licensed branded collections, including Alexander McQueen, Balenciaga, Bottega Veneta, Boss by Hugo Boss, Boucheron, Diesel, 55DSL, Dior, Emporio Armani, Giorgio Armani, Gucci, Hugo by Hugo Boss, Imatra, Jimmy Choo, Marc Jacobs, Marc by Marc Jacobs, Max Mara, Max&Co., Oliver, Pierre Cardin, Stella McCartney, Valentino and Yves Saint Laurent. In addition, the following collections are exclusively for the American market: Fossil, Juicy Couture, Nine West, Kate Spade, Saks Fifth Avenue, Liz Claiborne, J.Lo by Jennifer Lopez, A/X Armani Exchange and Banana Republic.

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