



SAFILO AT MIDO 2018

CELEBRATING 140 YEARS OF THE EYEWEAR MANUFACTURING TRADITION

Customers, products and brands at the heart

Pavilion 1 – Stand N24/T29

Padua, February 2018 – SAFILO, the fully integrated Italian eyewear creator, manufacturer and worldwide distributor of quality and trust, is proud to participate in this year's edition of MIDO, the world's largest and most relevant optical fair held in Milan **from February 24th to 26th**.

SAFILO, the independent eyewear powerhouse, welcomes also this year eyewear retailers and show attendees from all over the world at its exclusive booth. In this edition, very specially, SAFILO will offer a **variety of experiences** to its visitors, celebrating **140 years of the Italian eyewear craftsmanship tradition**, in which the company has been rooted since 1878.

SAFILO also hosts several related initiatives to coincide with MIDO, including events for its Global Partner Network of certified distributors across selected countries worldwide, and its second network event for Women in Optics.

SAFILO's industry-leading capabilities in the areas of trendsetting design, superior craftsmanship and powerful brand building will be highlighted by its own core brands Carrera, Polaroid, Safilo, Oxydo, and Smith – in addition to new launch collections for Moschino, Moschino Love, and rag&bone.

CARRERA: THE NEW SIGNATURE COLLECTION

At MIDO, Safilo presents Carrera's new SS18 advertising campaign, **#DriveYourStory**: featuring stories instead of faces, the new campaign outlines a contemporary visual narrative that resounds perfectly with the unconventional spirit of the brand.

Reminiscent of the brand's sports heritage dating back to 1956, the new **CARRERA Signature collection** focuses on styles that combine classic shapes and craftsmanship with a dash of urban attitude, with distinctive metal details and the iconic **Flag symbol** mixed together with refined acetates. Italian design, lightweight materials and artisanal care for details mark the excellence of the Signature collection: beautifully crafted and perfectly balanced between fit and style, these styles are designed to make you stand out from the crowd.

POLAROID: GENUINE INSTANT EXPERIENCE

Always at the forefront of innovation, and blending technology with design, the new POLAROID eyewear collections bring beauty to all, while protecting the eyes from UV rays thanks to the new **2.0 polarized lens**: a new, thicker and stronger lens that provides a further improved distortion-free visual experience, on top of glare-free vision, clear contrasts, perception of natural colours, reduced eye fatigue and 100% UV protection. Quintessentially, the new POLAROID collection is an explosion of **colours and shapes**, featuring pop inspirations combined with contemporary styling and a perfect mix of playful hues.

SAFILO: A NEW 2.0 EXPERIENCE FOR OPTICAL PASSIONATES

In a dedicated area within the booth, the eponymous SAFILO branded eyewear collection, which relaunched Fall 2017, will be presented to visitors in all its excellent design, functional innovation, and Made in Italy know-how for which the brand is globally recognized. Each frame is designed, developed and engineered to achieve the best fit and comfort and also to enhance the features and confidence of the wearer.

OXYDO: ON THE CUTTING EDGE OF DESIGN

OXYDO has partnered with German artist Eva Berendes for a new sunglasses collection that - following the collaboration with New York designer Francis Bitonti - brings to life extraordinary **Wearable Sculptures**, mixing inventively crafted in Italy, advanced technologies, and architectural constructions. Oxydo continues to mould the vision of tomorrow with experimental creativity and a unique crosscutting approach, looking ahead toward contemporary shapes and a concept of pure inventiveness that infuses emotion into every eyewear style.

SMITH: THE REVOLUTION IS NOW

For 2018, SMITH introduces a re-imagined sunglass collection amplified by **ChromaPop™ lens innovation** to see beyond normal capabilities with enhanced natural color and detail, designed for the intersection of life and sport. With styles that provide all-out high-speed performance to technologies hidden behind streetwise looks.

SMITH LOWDOWN FOCUS SMART EYEWEAR

SAFILO celebrates its leading-edge innovations in the wearable field with SMITH^X, the first Brain Sensing Eyewear™ that gives instant feedback on what's happening in your brain during cognitive training sessions with the Smith Focus App. A new technology that customers can once again experiment this year at Safilo booth, following last year's enthusiastic reception at MIDO. Unique experience guaranteed (**by appointment**). Smith Lowdown Focus smart glasses will be available online at smithoptics.com also in Italy as of March 2018, following the resounding success of the US market launch in October 2017.

OPTICS AND HARMONY

When selecting a new optical frame, it is key to focus on the lens type needed, fit and comfort, as well as on the shape of the wearer's face. This is why **SAFILO and Collistar**, the Italian cosmetic company leader in Perfumery for the last 15 years, have joined forces to offer an **exclusive experience** at MIDO: with a dedicated make-up corner inside the booth, visitors will go through a unique beauty experience, learning how to choose eyeglass frames to fit each face shape and how best to apply one's make-up when wearing glasses, with expert beauty tips and tricks to complement the choice of specs.

GLOBAL PARTNERS NETWORK

Also this year, SAFILO will host dedicated sales sessions at Atahotel Expo Fiera for its Global Partners, the network of more than 50 certified partners representing SAFILO exclusively in more than 70 countries all around the world. SAFILO's Global Partners are quintessential to build and further expand the company's presence and market share to the highest quality standards worldwide. Recent additions are distributors for Taiwan, Paraguay, Thailand and Cambodia, Chile, Saudia Arabia, Iran, and Korea.

WOMEN IN OPTICS

SAFILO reaffirms its corporate commitment to **promoting female development** in the eyewear industry and networking across the globe, following last year's launch events at MIDO and VEE. On Sunday 25th February, SAFILO will host **a networking event for its female customers, suppliers and partners** at MUDEC – Milan Museum of Cultures – for an exclusive cocktail and a guided tour of the exhibition 'Frida Kahlo, beyond the myth', a comprehensive retrospective dedicated to the acclaimed Mexican woman painter (**by invitation only**).

About Safilo

Safilo 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 superior craftsmanship expertise dating back to 1878. With an extensive wholly owned global distribution network in 40 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, Banana Republic, Bobbi Brown, BOSS, BOSS Orange, Elie Saab, Fossil, Givenchy, havaianas, 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 2016 Safilo recorded net revenues for Euro 1,253 million.

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