

# GIVENCHY



## SAFILO AND GIVENCHY ANNOUNCE THEIR NEW LICENSING AGREEMENT UNTIL 2021

**Padua/Paris, March 5, 2015** – Safilo Group, the fully integrated Italian eyewear creator and worldwide distributor of quality and trust, and Givenchy, the prestigious worldwide luxury brand founded in 1952 and recognized across the world for its Haute Couture, Ready-to-wear and Accessories collections for women and men, are proud to announce their licensing agreement for the Givenchy eyewear collections of sunglasses and optical frames. The licensing contract will run from January 1, 2016 to December 31, 2021, renewable upon mutual agreement.

“We are proud of this new partnership and the trust placed in us. Givenchy’s distinct and modern creativity has the potential to inspire unique eyewear creations of high quality and distinctiveness”, said Luisa Delgado, CEO of Safilo Group. “Givenchy brings significant value to our portfolio, adding to our high-end premium segment a brand of unique character and significant size. It offers very interesting worldwide growth potential, including significant whitespace, that we will build up over time in a quality way, leveraging our new global commercial leadership capability.”

“Eyewear is a fast growing category for Givenchy. We are delighted to count on Safilo as our strategic eyewear partner, who offers unique end-to-end integrated best-in-class capabilities, high quality products and worldwide distribution with a brand driven long term view”, commented Philippe Fortunato, CEO of Givenchy. “We feel that we share a common vision for our brand, founded on the common values of excellence of product, design, craftsmanship, distribution, and results delivery.”

### **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. Internationally present through 30 owned subsidiaries and exclusive distributors in key markets – in North and Latin America, Europe, Middle East and Africa, and Asia Pacific and China - Safilo is committed to quality distribution in over 130 countries around the world. Safilo’s portfolio encompasses proprietary brands – Carrera, Polaroid, Smith Optics, Safilo and Oxydo – and licensed brands Dior, Fendi, Gucci, Alexander McQueen, Banana Republic, Bobbi Brown, BOSS, BOSS Orange, Bottega Veneta, Céline, Fossil, 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.

Listed on the Italian Stock Exchange (ISIN code IT0004604762, Bloomberg SFL.IM, Reuters SFLG.MI), in 2013 Safilo recorded net revenues for more than Euro 1,1 billion.

### **About Givenchy**

Givenchy, founded in 1952 by Hubert de Givenchy, is an international luxury house known for its Haute Couture, ready-to-wear and accessories’ collections for men and women.

Since 2005, Riccardo Tisci has been the creative director of women’s Haute Couture, ready-to-wear and accessories’ collections (extended to menswear in 2008). Twisting the codes of the House, which are cool chic, sobriety, femininity and aristocratic elegance, Riccardo Tisci adds dark romanticism and sensuality. He creates a silhouette combining pure lines with a graphic structure. True to the House’s creative heritage and spirit, Riccardo Tisci brings the name of Givenchy into today’s world while projecting it into the future.

Givenchy is owned by French luxury group LVMH - Moët Hennessy Louis Vuitton (ISIN code FR0000121014), listed on the Euronext Paris exchange and constituent of the CAC40 index.

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