



**SAFILO AND KATE SPADE NEW YORK ANNOUNCE THE RENEWAL  
OF THEIR LICENSE AGREEMENT UNTIL 31/12/2015**

**Padua, September 21, 2011, h.6.00pm** – Safilo Group, a worldwide leader in the premium eyewear sector, and kate spade new york, an iconic American brand in the fashion world, announce the renewal of their license agreement until December 31 2015 for the design, production and international distribution of kate spade new york's women optical frames, sunglasses and related eyewear products for the kate spade new york brand.

The multi-year agreement and additional three-year renewal option extends a partnership originally forged in 2005.

Roberto Vedovotto, CEO of Safilo Group, said: "We are thrilled to continue our relationship with kate spade new york, one of the most innovative American brands, a leader in the fashion industry. In these seven years of collaboration we have achieved unexpected results with this project and we are certain that the future will give us new satisfaction."

Craig A. Leavitt, CEO of kate spade new york, said: "We are proud to continue our successful run in the eyewear category with Safilo. The partnership has been strong in carrying on the heritage and aesthetic of the kate spade new york brand. We are excited to see strong new collections that this partnership will bring in the upcoming seasons."

**About 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 in the international market through exclusive distributors and 30 subsidiaries in primary markets (U.S.A., Europe and Far East). The main proprietary branded collections distributed are: Safilo, Carrera, Smith Optics, Oxydo, Blue Bay, and the licensed branded collections are: Alexander McQueen, A/X Armani Exchange, Balenciaga, Banana Republic, Bottega Veneta, BOSS Black, BOSS Orange, Dior, Emporio Armani, Fossil, Giorgio Armani, Gucci, HUGO, J.Lo by Jennifer Lopez, Jimmy Choo, Juicy Couture, Kate Spade, Liz Claiborne, Marc Jacobs, Marc by Marc Jacobs, Max Mara, Max&Co., Nine West, Pierre Cardin, Saks Fifth Avenue, Tommy Hilfiger, Valentino, Yves Saint Laurent.

**About kate spade new york**

in 1993, kate spade designed the utilitarian handbag she'd been craving for years but hadn't been able to find. and so began a revolution in the accessories market. simple silhouettes sprang to life with crisp palettes and clever details. women and fashion editors alike fell for the designs. and the company grew (and grew, and grew). over time, core design values were reinforced by classic shapes and modern graphic elements, establishing a visual shorthand for the brand recognizable the world over. in 2007, kate spade turned the reigns over to design powerhouse liz claiborne inc. deborah lloyd, formerly of banana republic and burberry, took the helm as creative director and co-president with an aim to broaden the line while honoring kate's rich history. today you'll see us on the arms of women everywhere – with 38 retail shops, a thriving e-com business, 89 boutiques in asia, a new flagship in brazil and distribution in more than 400 doors worldwide. categories include handbags, accessories, jewelry, shoes, apparel, eyewear, hosiery, tabletop, paper and fragrance.

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

*For further information:*

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