



## **SAFILO SIGNS A PERPETUAL LICENSE AGREEMENT FOR DAVID BECKHAM EYEWEAR**

**Padua, May 02, 2024** - Safilo Group – one of the eyewear industry’s key players in the design, manufacturing, and distribution of prescription frames, sunglasses, outdoor eyewear, goggles, and helmets – has signed a perpetual license agreement with Authentic Brands Group (Authentic), for David Beckham Eyewear, which substitutes the previous contract expiring at the end of 2030. Under the new agreement, Safilo will continue to oversee the entire value chain, including the design process creatively led by David Beckham, through to its production and global distribution.

Following an announcement in 2019, David Beckham unveiled his first Eyewear by David Beckham collection in 2020 - a new eyewear brand designed by Beckham in collaboration with the Safilo Group, and available to buy worldwide. Inspired by his many years as a global style icon, David Beckham collaborated closely with the Safilo design team to create a comprehensive collection of sunglasses and optical frames. The collections, of which two have been released each year (Spring/Summer & Fall/Winter) are created with craftsmanship, high-quality materials, subtle design, and distinctive details.

Since its launch, the brand has amassed a global following. The timeless designs are infused with effortless British sophistication and stylish silhouettes with refined details including the distinctive ‘Talisman’. This iconic Talisman detail draws inspiration from the wings of a bird - symbolizing power, protection and freedom, and is visible from the front and the side of the eyewear, alongside a DB monogram lasered on the lens.

*“We started 2024 with significant news on our licensed portfolio, with the early renewal of some of our most important partnerships. This new agreement now marks another milestone within our strategy. By transforming David Beckham into a perpetual license, we secure another cornerstone of our portfolio with one of the most successful eyewear brands of recent years. Since the beginning of our fruitful collaboration*

*in 2019, we have always offered our customer and final consumers high-quality collections, which have grown the Eyewear by David Beckham collection to become a top male brand in the global premium segment and a great force in Safilo's digital universe thanks to David's global audience. We will continue to work together to further maximize the brand awareness and its global penetration.” - declared Angelo Trocchia, CEO of Safilo Group.*

*“I continue to look forward to more years of creation and innovation with the fantastic team at Safilo. I am so proud of what we have achieved since our first Eyewear by David Beckham collection in 2020, which is down to the hard work and collaboration with a brilliant and creative team,” said David Beckham. “While continuing to focus on developing standout styles, I am excited to see where we will take the business in the future.”*

#### **About Safilo Group**

Safilo is a global player in the eyewear industry that has been creating, producing, and distributing for over 90 years sunglasses, prescription frames, outdoor eyewear, goggles and helmets. Thanks to a data-driven approach, Safilo goes beyond the traditional boundaries of the eyewear industry: in just one company it brings together Italian design, stylistic, technical and industrial innovation, and state-of-the-art digital platforms, developed in its digital hubs in Padua and Portland, and made available to Opticians and Clients for an unmatched customer experience. Guided by its purpose, See the world at its best, Safilo is leading its Group legacy, founded on innovation and responsibility, onwards towards the future.

With an extensive global presence, Safilo's business model enables it to monitor its entire production and distribution chain. From research and development in five prestigious design studios, located in Padua, Milan, New York, Hong Kong and Portland, to its company-owned production facilities and network of qualified manufacturing partners, Safilo Group ensures that every product offers the perfect fit and meets high quality standards. Reaching approximately 100,000 selected points of sale worldwide with an extensive wholly owned network of subsidiaries in 40 countries and more than 50 partners in 70 countries, Safilo's well-established traditional wholesale distribution model, which encompasses eyecare retailers, chains, department stores, specialized retailers, boutiques, duty free shops and sporting goods stores, is complemented by Direct-to-Consumer and Internet pure player sales platforms, in line with the Group's development strategies.

Safilo Group's portfolio encompasses home brands: Carrera, Polaroid, Smith, Blenders, Privé Revaux and Seventh Street. Licensed brands include: Banana Republic, BOSS, Carolina Herrera, Dsquared2, Etro, Eyewear by David Beckham, Fossil, havaianas, HUGO, Isabel Marant, Juicy Couture, Kate Spade New York, Levi's, Liz Claiborne, Love Moschino, Marc Jacobs, Missoni, M Missoni, Moschino, Pierre Cardin, PORTS, rag&bone, Stuart Weitzman, Tommy Hilfiger, Tommy Jeans and Under Armour.

The parent company, Safilo Group S.p.A., is listed on the Euronext Milan organized and managed by Borsa Italiana (ISIN code IT0004604762, Bloomberg SFL.IM, Reuters SFLG.MI). In 2023, Safilo Group recorded net revenues for Euro 1,024.7 million.

#### **About Authentic Brands Group**

Authentic Brands Group (Authentic) is a unified platform that integrates M&A, brand strategy, creativity and digital innovation to unlock the power of its global Lifestyle and Entertainment portfolio. It connects strong brands with best-in-class partners to optimize long-term value in the marketplace. As the world's largest sports and entertainment licensing company, Authentic's brands generate more than \$29 billion in global annual retail sales and have an expansive retail footprint in 150 countries, including 13,300-plus freestanding stores and shop-in-shops and 400,000 points of sale.

## *Press Release*

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Authentic's brand portfolio includes Shaquille O'Neal®, David Beckham®, Sports Illustrated®, Dr. J®, Greg Norman®, Neil Lane®, Thalia®, Marilyn Monroe®, Elvis Presley®, Muhammad Ali®, Reebok®, Brooks Brothers®, Barneys New York®, Judith Leiber®, Ted Baker®, Hunter®, Vince®, Hervé Léger®, Frye®, Nautica®, Juicy Couture®, Vince Camuto®, Lucky Brand®, Aéropostale®, Forever 21®, Nine West®, Sperry®, Rockport®, Eddie Bauer®, Boardriders®, Quiksilver®, Billabong®, Roxy®, DC Shoes®, RVCA®, Spyder®, Volcom®, Prince®, Izod®, Van Heusen®, Hart Schaffner Marx® and Thomasville®.

For more information, visit [authentic.com](http://authentic.com).

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