



**SAFILO AND DSQUARED2 ANNOUNCE  
A NEW EYEWEAR LICENSING AGREEMENT**

**Padua/Dublin, May 11, 2021** – Safilo, a worldwide leader in the design, manufacturing and distribution of eyewear, and Dsquared2, the global fashion brand founded in 1995 by Dean & Dan Caten renowned for its uniqueness and creativity, announce today their 5-year global licensing agreement for the design, manufacture and distribution of Dsquared2 branded eyewear.

The first optical and sunglass collections – both for men and women – will be presented for the 2022 spring/summer season, hitting the market in January 2022.

*“We are very satisfied about starting this new partnership with Dsquared2, which represents a great brand addition to our portfolio and a significant opportunity to grow in the fashion luxury segment,”* says Angelo Trocchia, CEO of Safilo Group. *“Dean and Dan Caten’s great stylistic talent, combined with the high market appreciation of this very distinctive brand, which is complementary to the other prestigious brands already present in our portfolio, will ensure excellent results over the years, thanks to the synergy of Safilo’s unique capabilities and Dsquared2’s unconventional and innovative style.”*

*“Eyewear is a very important product category for Dsquared2,”* declare Dean and Dan Caten, founders and creative directors of the brand. *“We are very happy to start this new partnership with Safilo that will allow us to further strengthen our position in the segment.”*

**About Safilo Group**

Established in 1934 in Italy's Veneto region, Safilo Group is one of the eyewear industry's principal players in the design, manufacturing and distribution of optical frames, sunglasses, sports eyewear, goggles and helmets. The Group designs and manufactures its collections by blending stylistic, technical and industrial innovation with quality and skillful craftsmanship. 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 the highest 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 own core brands: Carrera, Polaroid, Smith, Safilo, Blenders, Privé Revaux and Seventh Street. Licensed brands include: Banana Republic, BOSS, David Beckham, Elie Saab, Fendi, Fossil, Givenchy, havaianas, HUGO, Isabel Marant, Jimmy Choo, Juicy Couture, kate spade new york, Levi's, Liz Claiborne, Love Moschino, Marc Jacobs, Missoni, M Missoni, Moschino, Pierre Cardin, PORTS, rag&bone, Rebecca Minkoff, Tommy Hilfiger, Tommy Jeans and Under Armour.

The parent company, Safilo Group S.p.A., is listed on the Italian Stock Exchange ("MTA") organized and managed by Borsa Italiana (ISIN code IT0004604762, Bloomberg SFL.IM, Reuters SFLG.MI). In 2020, Safilo Group recorded net revenues for Euro 780.3 million.

**About Dsquared2**

Individual, daring and creative, Dsquared2's approach to fashion is a distinct mix of heritage Canadian iconography, modern Italian tailoring and playful sensuality. Founded by brothers Dean and Dan Caten in 1995, the brand's collections are a seamless melding of contrasts: sporty and glamorous, laidback and extravagant, and masculine and feminine. The Dsquared2 collections are produced in Italy, giving rise to the brand's motto of "Born in Canada, Made in Italy".

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