

pierre cardin



**SAFILO GROUP AND PIERRE CARDIN ANNOUNCE THE RENEWAL
OF THE LICENSING AGREEMENT FOR PIERRE CARDIN EYEWEAR**

Paris – Padua, 6th August 2009, h. 2.00pm – Safilo Group, leader in the fashion and high end eyewear sector and Pierre Cardin, one of the historic Parisian fashion companies, are pleased to announce the renewal of the licensing agreement to design, manufacture and distribute prescription frames and sunglasses under the Pierre Cardin brand, and to manufacture models from the Pierre Cardin Evolution line.

The agreement extends the Pierre Cardin license for a further 10 years continuing until 31st December 2020.

This renewal demonstrates the strong professional collaboration between the two Groups, whose partnership began with the presentation of the first Pierre Cardin branded collection in 1991.

Vittorio Tabacchi, Chairman of Safilo Group, commented: "We are very pleased to continue this partnership which has brought success to both companies for many years. With the renewal of this license until 2020 we look forward to continuing our work together to build and further develop the famous Pierre Cardin brand in the eyewear segment. For Safilo, this brand remains an excellent fit within our portfolio due to its brand positioning, product styling and consumer target."

Pierre Cardin stated: "We are pleased to announce a continuation of the long and profitable collaboration with Safilo. The renewal of the licensing agreement is confirmation of our trust and high regard for Safilo Group which, thanks to its great strength in creative research and product quality, guarantees that we can achieve important targets."

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 39 subsidiaries in primary markets (U.S.A., Europe and Far East). The main proprietary branded collections distributed are: Safilo, Carrera, Smith, Oxydo, Blue Bay, and the licensed branded collections are: Alexander McQueen, A/X Armani Exchange, Balenciaga, Banana Republic, Bottega Veneta, BOSS by Hugo Boss, Diesel, 55DSL, Dior, Emporio Armani, Fossil, Giorgio Armani, Gucci, HUGO by Hugo Boss, 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, Valentino, Yves Saint Laurent.

Maison Pierre Cardin

For information: www.pierrecardin.com

This press release is also available on the website www.safilo.com.

Press Release

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