

BOTTEGA VENETA



**BOTTEGA VENETA AND SAFILO ANNOUNCE THE RENEWAL
OF THEIR EYEWEAR LICENSE AGREEMENT UNTIL 31/12/2020**

Padua, December 27, 2010, h.5.45pm - Bottega Veneta, one of the world's leading luxury goods companies, and Safilo Group, worldwide leader in the premium eyewear sector, announce the renewal until December 31st, 2020 of their license agreement for the design, production and worldwide distribution of Bottega Veneta's eye glass frames and sunglass collections.

Marco Bizzarri, President and CEO of Bottega Veneta, said: "We are extremely pleased to confirm Safilo as our partner of choice for our eyewear collections. Safilo has demonstrated a unique understanding of the Bottega Veneta DNA and consequently its products, and I am confident that together we will achieve further important growth in this category."

Roberto Vedovotto, CEO of Safilo Group, commented: "We are delighted to announce the renewal of the partnership with Bottega Veneta. We look forward to continuing to work together with this leading luxury brand to create a unique eyewear proposition which can be appreciated as a true reflection of the essence of an iconic luxury brand such as Bottega Veneta."

About Bottega Veneta

Discretion, quality, and craftsmanship – Bottega Veneta has created a new standard of luxury since its founding in Vicenza in 1966. Acquired by Gucci Group in February 2001, Creative Director Tomas Maier came on board in June of that year and presented his first collection, Spring-Summer 2002, to immediate critical acclaim. In the years since, Bottega Veneta has introduced exciting additions to the collection, including fine jewelry, home fragrance, and furniture, while continuing to offer an exclusive and coveted assortment of ready-to-wear, handbags, shoes, small leather goods, eyewear, luggage, home items, and gifts. From the start, the house's sensibility was refined, sensuous, and intensely personal, designed for a customer who is sophisticated and self-assured.

Distribution of Bottega Veneta products is global, encompassing Europe, Asia, and North America, where wholesale distribution in select specialty and department stores is complemented by a growing number of Bottega Veneta-owned boutiques.

Bottega Veneta is part of Gucci Group, which is owned by PPR, a worldwide leading luxury and lifestyle group. Shares in PPR are traded on the Euronext Paris (#121485, PRTP.PA, PFPF).

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 32 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 by Hugo Boss, Boss Orange, 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, Tommy Hilfiger, Valentino, Yves Saint Laurent.

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

For further information:

Safilo Group Investor Relations

Barbara Ferrante

ph. +39 049 6985766

www.safilo.com/en/investors.html