



SAFILO GROUP PRESENTS THE EYEWEAR TRENDS FOR 2023 AT MIDO

**Hall 1 Stand N22 N30 T21 T29
FASHION DISTRICT**

Padua, February 02 - 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 - will be attending MIDO, the largest international event dedicated to eyewear, taking place at Fiera Milano in Rho-Però from February 4th to February 6th 2023.

With a stand of over 800 square metres featuring high technological content, Safilo will be showcasing the latest developments of its portfolio of more than 30 brands with dedicated brand stories, both for its Home Brands - **Carrera, Polaroid, Smith, Blenders Eyewear, Seventh Street and Privé Revaux** - and for License ones.

The stand is designed to feature well-defined and functional areas, including the Home Brands space showing the new collections, the Digital Gallery for an immersive experience in the world of licenses, the lounge and the work area designed to meeting customers and business relationships.

The Safilo stand will be welcoming clients and visitors with the **Company Video Manifesto launched in 2022** and focused on Safilo's purpose strategy based on three sustainability pillars: planet, product, and people. Sustainability is at the core of Safilo's growth strategy and is based on developing projects and initiatives that can contribute addressing the global challenges of tomorrow. Last year Safilo joined in fact **The Fashion Pact**, a global coalition of companies in the fashion and textile industry (ready-to-wear, sport, lifestyle and luxury) including their suppliers and distributors, all committed to a common core of key environmental goals in three areas: stopping global warming, restoring biodiversity and protecting the oceans. This represented a further step confirming the Group's commitment to develop projects and initiatives that address the global challenges of tomorrow in line with the Sustainability Development Goals.

CARRERA and **POLAROID** customized spaces are the key areas in the booth: the **CARRERA** area translates the brand's iconic elements into a contemporary urban interior design always enriched by a red sporty touch. Product is the protagonist of the space surrounded by the stories of the five protagonists of the new SS23 seasonal campaign. A corner is also dedicated to the **CARRERA/DUCATI** new eyewear collection with Ducati MotoGP world champion show bike and the pilots' official seats designed to feel like in a racing paddock.

The **POLAROID** space is designed like an immersive kaleidoscope of colors to really ENJOY A WORLD OF COLORS. The playful and pop look and feel features the new SS23 campaign presenting the Polaroid Family full range: COOL, ESSENTIAL, ACTIVE and KIDS plus a corner dedicated to the advanced lens technology of **POLAROID ULTRAPOLAR**.

In the **DIGITAL GALLERY** visitors will be able to deep dive into the contents of the brand's new campaigns, in a special environment designed to bring out their communication and get an immersive and interactive experience playing with special digital capsules.

The **TREND&SUSTAINABILITY ROOM** is a special space that hosts new trends for SS23 such as logomania, pure essence, modern pastels, unexpected touch and shades on shades that go through all the

brands in Safilo portfolio. At the center of the room, a digital table presents the latest innovations that Safilo is pursuing in product design in terms of sustainable special initiatives and recycled and biogenic materials offering.

The Safilo booth also features an area dedicated to **You&Safilo**, Safilo's B2B e-commerce platform, representing one of the key pillars of the company's digital transformation journey. You&Safilo complements the traditional relationship with sales agents and makes available to opticians all the sales tools useful within stores, in a clear and intuitive way: they can browse product catalogues, make purchases 24/7, view their order history and reorder their favourite products in few clicks, discover tailor-made promotions and offers, manage their after-sales activities and much more.

Besides, through Omnia by Safilo, the Digital Brand Asset platform, accessible directly through You&Safilo, Opticians can find all the marketing content they need to boost sales and promote Safilo brands on their website, on social media and in store. Furthermore, together with You&Safilo, customers continue to have the constant support of Safilo's Customer Care, now available also through a Livechat and via Whatsapp in most European countries.

These innovations are part of Safilo's customer-centric approach, we are committed to providing excellent support and service to our customers on a consistent basis to contribute to their success. We provide expertise, dedication and skills at all times, offering instore and digital sales, as well as after-sales and marketing support services. Every service we offer is designed with and for our customers.

About Safilo Group

Established in 1934 in Italy's Veneto region, Safilo Group is one of the eyewear industry's key players in the design, manufacturing and distribution of prescription frames, sunglasses, outdoor 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, Blenders, Privé Revaux and Seventh Street. Licensed brands include: Banana Republic, BOSS, Carolina Herrera, Chiara Ferragni, Dsquared2, Eyewear by David Beckham, Fossil, 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, 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 2021, Safilo Group recorded net revenues for Euro 969.6 million.

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