



## **SAFILO AT CASA ITALIA TOKYO 2020 WITH THE OCEAN CLEANUP SUNGLASSES IN RECYCLED PLASTIC**

**Padua/Tokyo, July 20, 2021** – On the occasion of Tokyo 2020 – the XXXII edition of the Olympic Games – due to take place from 23 July to 8 August in Japan, Safilo is proud to be present at Casa Italia, headquarters of the Italian National Olympic Committee, with the sunglasses made exclusively for The Ocean Cleanup in recycled plastic.

CONI, the Italian emanation of the International Olympic Committee (IOC), promotes the highest level of sporting practice and is the voice of sporting Italian excellence through the stories of the athletes on the Italian Team at the next Tokyo Games: Safilo has been selected by CONI as one of a number of key international players able to drive the Olympic storytelling with relation to environmental protection and sustainability, two key topics that will be at the center of the event this year, also in light of the United Nations 2030 Agenda and the global trends for sustainable development.

At Casa Italia Safilo will exhibit the recycled plastic sunglasses made exclusively for The Ocean Cleanup, the Dutch non-profit environmental organization that develops advanced technologies to extract plastic pollution from the oceans. The Ocean Cleanup glasses are a limited edition made in injected plastic recovered from the Great Pacific Garbage Patch (GPGP) thanks to an innovative upcycling process. 100% of the proceeds will go to the continuation of the clean-up mission: a sound example of the circular economy.

*“Sustainability is an integral part of Safilo's corporate philosophy and is firmly rooted in our business strategy, with the aim of promoting and contributing to a more responsible future for our planet,”* said Angelo Trocchia, CEO of Safilo. Group. *“The Olympics remind us of the mission to build a better world through sport: we are honored to support CONI and the Italian Olympic Team in this edition of the Games and to represent one of the Italian excellences exhibited at Casa Italia thanks to the eyewear produced for The Ocean Cleanup, which was an incredible technological and innovation challenge for us in the reconversion of plastic waste.”*

**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, Eyewear by David Beckham, Elie Saab, 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.

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