



## SAFILO ROCKS AT MIDO 2026: THE EVENTS AND INITIATIVES

**Padua, February 2026** – 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-Pero from January 31<sup>st</sup> to February 2<sup>nd</sup>, 2026.

All weekend long, Safilo will activate exclusive events and high-energy initiatives designed to surprise and delight visitors.

### **EYEWEAR BY DAVID BECKHAM SHOWCASES TIMELESS BRITISH ELEGANCE AT MIDO**

In 2024, Eyewear by David Beckham became a perpetual license, allowing Safilo to secure one of the most successful eyewear brands of recent years in its portfolio and marking another milestone within the Group's strategy.

On the evening of January 30th, an exclusive night will be held in the heart of Milan to celebrate the launch of the new collection. The event will bring together international celebrities, top clients, editors, and friends of the brand for an unforgettable evening, highlighted by a special appearance from David Beckham.

The EYEWEAR BY DAVID BECKHAM Collection for Spring/Summer 2026 offers timeless designs infused with effortless British sophistication, created with exquisite craftsmanship, high-quality materials, and distinctive details.

### **CARRERA CELEBRATES ITS 70<sup>TH</sup> ANNIVERSARY**

Carrera, the renowned Italian Eyewear brand and one of the main own core brands of Safilo Group, marks this year its 70th anniversary and will celebrate the occasion in true Carrera style. At Mido during the afternoon of January 31st the brand will honour this milestone with a special event that will take-over the square in front of the booth with an engaging DJ set by *Mind Enterprises* and will welcome brand lovers, clients and editors inviting everyone to #driveyourstory.

Since its inception in 1956, Carrera has been synonymous with pioneering design and outstanding quality and has become a statement brand designed for people who live by their own rules, continuously defying themselves and proudly approaching life standing out from the crowd.

For Spring/Summer 2026 CARRERA introduces a new bold and contemporary collection for men and women, including the *Signature Collection*, combining distinctive shapes and craftsmanship with a dash of urban attitude, to convey a cool expression of the Italian design, the *Flag Collection*, unconventional and always one step ahead, as the boldest expression of the brand to push the boundaries of design to the highest peaks of distinctiveness, and the *Sport Collection*, dedicated to people always a step ahead able to stand out with a sporty attitude but never compromising on style. Carrera at 70: still driving forward, still defining what it means to stand out.

### **DSQUARED2 TURNS UP THE ENERGY AT MIDO**

On February 1st, DSQUARED2 will bring its signature attitude to MIDO with an exclusive event celebrating bold style and unapologetic individuality, highlighted by the special appearance of founders and Creative Directors Dean and Dan Caten. Fashion and edginess will merge into an immersive experience that fully embodies the brand's DNA—daring, dynamic, and always ahead of the curve.

The DSQUARED2 booth is conceived as a fully immersive statement rather than a traditional exhibition space. Customized with the impactful FW25 campaign visuals, it creates a powerful, high-energy environment defined by personality and bold attitude. Within this striking setting, the spotlight turns to the latest eyewear novelties for Spring/Summer 2026.

The new eyewear collection for Spring/Summer 2026 is all about statement-making designs, crafted with precision and infused with the DSQUARED2 spirit: the Hype Collection for men and women introduces new sunglasses and optical frames exuding edgy architectures and bold volumes, elevated by eye-catching brand details, such as the DSQ2 cut-out logo, the Double-D logo, offered in a fashionable colour palette, while the Icon Collection conveys a cool attitude with a contemporary design, for an eye-catching look.

### About Safilo Group

Safilo is a global player in the eyewear industry that has been creating, producing, and distributing for over 90 years sunglasses, prescription frames, outdoor eyewear, goggles and helmets. Thanks to a data-driven approach, Safilo goes beyond the traditional boundaries of the eyewear industry: in just one company it brings together Italian design, stylistic, technical and industrial innovation, and state-of-the-art digital platforms, developed in its digital hubs in Padua and Portland, and made available to Opticians and Clients for an unmatched customer experience. Guided by its purpose, See the world at its best, Safilo is leading its Group legacy, founded on innovation and responsibility, onwards towards the future.

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 high 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 40 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 home brands - Carrera, Polaroid, Smith, Blenders, Privé Revaux and Seventh Street. The perpetual license Eyewear by David Beckham. Licensed brands include: BOSS, Carolina Herrera, Dsquared2, Etro, Fossil, HUGO, Isabel Marant, Juicy Couture, Kate Spade New York, Kurt Geiger, Levi's, Liz Claiborne, Love Moschino, Marc Jacobs, Missoni, Moschino, Pierre Cardin, PORTS, Stuart Weitzman, Tommy Hilfiger, Tommy Jeans, Under Armour and Victoria Beckham.

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 2024, Safilo Group recorded net revenues for Euro 993.2 million.