



SEE THE WORLD AT ITS BEST

SAFILO GROUP AT MIDO 2026
Hall 1 Stand N32 T23 T31- FASHION DISTRICT

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 31st to February 2nd 2026.

Safilo unveils its 800-square-meter exhibition space, designed to set new standards in brand communication and visitor experience. The layout unfolds through a system of clearly defined and highly functional areas dedicated to Home Brands and Licensed Brands, an eye catching lounge and numerous workspaces, all seamlessly integrated into a single fluid environment conceived to host meetings, business activities and brand activations.

The booth features an open façade architecture and strong visual transparency, inviting visitors to immerse themselves in the Safilo universe from the very first glance. The architectural approach highlights continuity, lightness, and accessibility, offering a clear presentation of the collections while creating an immersive walk-through of the more than 30 brands in Safilo's portfolio.

WHAT'S NEW

VICTORIA BECKHAM:

Set to launch early this year, the Spring/Summer 2026 Victoria Beckham Eyewear Collection marks the start of the House's partnership with Safilo and will debut at Mido with an elegant corner, embodying Victoria Beckham's signature brand of effortless sophistication, unveiling the new range of sunglasses and optical frames with sleek and feminine silhouettes, defined by meticulous craftsmanship and distinctive detailing.

CARRERA:

Founded in 1956 and synonymous with pioneering design and outstanding quality, CARRERA will be present with a dedicated installation celebrating the brand's 70th anniversary, showcasing milestone products and unique archive pieces as an exceptional tribute to the brand's iconic heritage, as well as the Spring/Summer 2026 collection and two precious limited-edition styles crafted in titanium, exclusively designed for the 70th anniversary. To celebrate the anniversary, during the afternoon of January 31st, the brand will host a special event that will take-over the square in front of the booth with an engaging DJ set by *Mind Enterprises*, inviting brand lovers, clients and editors to #driveyourstory.

Within the CARRERA corner a special area will also be dedicated to the long-lasting partnership with DUCATI, featuring the iconic MotoGP motorbike set against a striking backdrop showcasing the evolution of the Ducati logos over time, as well as the **CARRERA | DUCATI** eyewear collection for Spring/Summer 2026, inspired by the iconic design of Ducati's high-performance bike models.

POLAROID:

POLAROID, the worldwide leader in eye-care and a pioneering international eyewear brand that owes its name to the invention of polarized lenses that changed the world of technology and optics, lights up MIDO with a vibrant, immersive space celebrating everything Polaroid stands for: fun, innovation, and the exciting partnership with the **ATP Tour**, offering guests the opportunity to test their skills in a fun challenge and win amazing ATP Tour gadgets.

The spotlight is on the beautiful new images of the Spring/Summer 2026 campaign, featuring the Italian tennis talent Flavio Cobolli as Global Brand Ambassador.

YOU&SAFILO:

The Safilo booth features a fully redesigned, immersive, and interactive environment enhancing **You&Safilo**, Safilo's B2B e-commerce platform for opticians, including **OMNIA** - the Digital Marketing Content platform that boosts opticians' sales volumes through website, social media and in-store initiatives - and the **Safilo myKEY** educational platform that aims to give opticians the tools and sales cues they need to expand their business.

THE OPTICAL CORNER:

Safilo underscores its strategic vision for the upcoming years with the optical category set in order to broaden its offer through precise and structured category management. This strategy is supported by a dedicated display concept aimed at enhancing the category's value as a sales-driving tool.

THE SUSTAINABILITY CORNER:

The lounge also includes the **SUSTAINABILITY CORNER** with a first area showcasing Safilo's Sustainability Journey and highlighting the key initiatives developed across its three core pillars (People, Product, and Planet), such as the achievement of 100% renewable electric energy across all the Group facilities.

A second area includes a selection of S/S2026 models crafted from sustainable certified recycled and bio-based materials, such as recycled polycarbonate or metal, bio-based rubber or Polyamide, Acetate Renew and Tenite™ Renew.

THE TRENDS IN THE SAFILO EYEWEAR COLLECTIONS FOR SPRING/SUMMER 2026:

1. CHROMA ACCENT: COLOR TAKES CENTER STAGE

Color dominates the collections with palettes that explore bold yet harmonious combinations, inspired by global macro trends: well-being, inclusivity, and energy.

Natural tones blend with digital accents to create a balance between authenticity and innovation, while sophisticated nuances and soft shades add elegance and tactility. In sunglasses, the focus is on the lenses; in optical styles, on the frame and materials.

The result is a chromatic language that tells stories through balanced contrasts and refined harmonies.

NUDE / LIGHT ORANGE:



CHERRY/BURGUNDY:



IVORY:



GREEN:



TEAL/AZURE:



2. NARROW DESIGN: DUALISM BETWEEN ESSENTIALITY AND IDENTITY

The narrow design embraces shapes ranging from rectangular to oval and irregular, playing with the lightness or thicknesses of volume, extending to rimless silhouettes. The design maintains the brand's distinctive character and recognizable details, creating a balance between essentiality and identity. Models are ideal for both a professional audience, seeking elegance and functionality, and an urban one, with a dynamic and contemporary style.



ETRO
ETRO 0137/S



ISABEL MARANT
IM 0258/S



VICTORIA BECKHAM
VB 1012



MOSCHINO
MOS 0209/S



BOSS 1918/S
MOS 0209/S



DSQUARED2
D2 0189/S



PIERRE CARDIN
P.C. 6919



EYEWEAR BY DAVID BECKHAM
DB 1229/S



CARRERA
CARRERA 3003/S



POLAROID
PLD 6254/S

3. WIDE SCREEN: BOLD PROPORTIONS, FASHION-FORWARD ATTITUDE

The bold and oversize sunglasses of Spring/Summer 2026 redefine coolness with oversize or wraparound shapes that make a powerful style statement. Designed in both metal and plastic, these frames combine impactful dimensions with contemporary sophistication, delivering a daring and eye-catching look.

This design direction channels a fashion-driven mood with an athleisure twist, perfect for those who embrace boldness and seek a confident, modern aesthetic.

Bold design is not just about size: it's about presence, personality, and performance, blending trend-conscious appeal with everyday versatility.



4. BOYISH BRIDGE: REDEFINING GENDER-NEUTRAL ELEGANCE

The upcoming eyewear collections feature an androgynous, gender-neutral style that goes beyond traditional boundaries, offering an inclusive and elegant look. This concept is now spreading widely across both men's and women's collections, with genderless shapes emerging clearly and consistently. Simple lines, balanced shapes, and versatile designs define a modern era of eyewear that celebrates individuality, freedom, and refined minimalism.



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.MI, Reuters SFLG.MI). In 2024, Safilo Group recorded net revenues for Euro 993.2 million.