



## **SAFILO GROUP NAMES FRANCESCO RINALDI CERONI NEW PRESIDENT AND CHIEF COMMERCIAL OFFICER FOR THE NORTH AMERICAN MARKET**

**Padua, April 14, 2022.** Safilo Group - one of the eyewear industry's principal players in the design, manufacturing and distribution of optical frames, sunglasses, sports eyewear, goggles and helmets – has appointed Francesco Rinaldi Ceroni as the President & Chief Commercial Officer for the North American market, effective from June 1<sup>st</sup> 2022, following the retirement of Steve Wright.

Rinaldi Ceroni, who has extensive wholesale and retail experience in the eyewear industry, having also served as VP, International Strategy & Business Development at Costa Del Mar during a significant period of expansion, joined Safilo in June 2020 as Global General Manager of Smith Optics, today Safilo's biggest brand in the portfolio. Francesco will retain responsibility for Smith as President of Smith Optics, while Mark Phares, currently Director of Global Wholesale Channel for Smith, has been promoted to General Manager for Smith Optics, reporting to Francesco.

*“North America has a central role in Safilo's strategy and business growth. I thank Steve for his countless contributions to the Group and extend my best wishes for his retirement. Francesco has driven the implementation of key transformational projects for the Smith division over the past two years, fully embracing the digital acceleration and innovative responsibility that sets Safilo Group apart in the marketplace. I'm very excited about where Safilo is today and the next chapter for North America, and I wish all the best to Francesco in his new role”,* said Angelo Trocchia, CEO of Safilo Group.

*“I leave Safilo and the incredible team we have in place, with a mix of emotions. When I accepted the challenge from Angelo to lead the rebuilding of Safilo in North America, I knew we had to move quickly. I'm proud of the results we have achieved in just a few years. It is the exclamation point on a long career within the eyewear industry and it was a privilege to be part of this organization. I look forward to Francesco taking the reins and achieving even greater things for*

*Safilo in the market as he and the team write its next successful chapter,” said Steve Wright, current President and Chief Commercial Officer of Safilo North America.*

*“I am honored to take the leadership of Safilo North America and to follow the great work that Steve and the team have done here serving our customers” said Francesco Rinaldi Ceroni. “This market is critical to the Group’s overall success and given the strength of the team that’s been built and the plans they already have underway, we look to the future with optimism” Rinaldi Ceroni added.*

**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, Blenders, Privé Revaux and Seventh Street. Licensed brands include: Banana Republic, BOSS, Carolina Herrera, Chiara Ferragni Collection, 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, 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 2021, Safilo Group recorded net revenues for Euro 969.6 million.

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