



**SAFILO AND CHRISTIAN DIOR COUTURE ANNOUNCE  
THE RENEWAL OF THEIR LICENSING AGREEMENT  
FOR DIOR AND DIOR HOMME EYEWEAR TO THE END OF 2020**

**Padua/Paris, December 12, 2016** – SAFILO Group, the fully-integrated eyewear creator, manufacturer and distributor of quality and trust, and Christian Dior Couture, the iconic couture house, announce the renewal of their licensing agreement for the design, manufacturing and worldwide distribution of the Dior and Dior Homme collections of sunglasses and optical frames. The renewal period extends until December 31, 2020.

“DIOR eyewear has established itself as the leading trendsetter in sunglasses, says Luisa Delgado, CEO of SAFILO. This is the result of a remarkable combination of sophisticated capabilities, merging visionary product design, industry-leading technical expertise and innovation, along with authentic manufacturing craftsmanship and consistent qualitative worldwide distribution.”

“DIOR is glad to continue its relationship with SAFILO, developing and marketing DIOR eyewear products that reflect the values of our brand. DIOR eyewear is the leading player in terms of design and quality, offering our clients products of excellence,” comments Sidney Toledano, President and CEO of Christian Dior Couture.

**About Safilo Group**

Safilo Group is the fully integrated Italian eyewear creator and worldwide distributor of quality and trust, leader in the premium sector for sunglasses, optical frames and sports eyewear. Design inspired and brand driven, Safilo translates extraordinary design into excellent products created thanks to superior craftsmanship expertise dating back to 1878. With an extensive wholly owned global distribution network in 39 countries – in North and Latin America, Europe, Middle East and Africa, and Asia Pacific and China – Safilo is committed to quality distribution of its products all around the world. Safilo's portfolio encompasses Carrera, Polaroid, Smith, Safilo, Oxydo, Dior, Dior Homme, Fendi, Gucci, Banana Republic, Bobbi Brown, BOSS, BOSS Orange, Céline, Elie Saab, Fossil, Givenchy, havaianas, Jack Spade, Jimmy Choo, Juicy Couture, Kate Spade, Liz Claiborne, Marc Jacobs, Max Mara, Max&Co., Pierre Cardin, Saks Fifth Avenue, Swatch, and Tommy Hilfiger.

Listed on the Italian Stock Exchange (ISIN code IT0004604762, Bloomberg SFL.IM, Reuters SFLG.MI), in 2015 Safilo recorded net revenues for Euro 1,279 million.

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