



Company profile

Safilo is a **global player in the eyewear industry** that, for over **90 years**, has been creating, producing, and distributing 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 the entire production and distribution chain. From Research and Development in its 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. With a network of subsidiaries in 40 countries and more than 40 partners in 70 countries, Safilo's distribution model reaches approximately 100,000 selected points of sale worldwide, including eyecare retailers, chains, department stores, specialized retailers, boutiques, duty free shops and sporting goods stores.

Safilo's innovative approach takes shape in a digital transformation strategy aimed at improving the relationship with customers and stakeholders in general.

A significant innovation was the introduction of smart and efficient customer-oriented B2B and B2C platforms specially focused on digital sales channels and designed to integrate and complement the traditional, well-established wholesale model. But also advanced Data Analysis tools, which help spot trends more effectively and optimize workflow when developing collections.

Even an innovative global player like Amazon has chosen Safilo to design the new Carrera Smart Glasses with Alexa. In September 2023, the two companies announced the launch of this next-generation product that blends Safilo's Italian design with Alexa technology into two iconic and



innovative frames. With open-ear audio technology, the new Smart Glasses direct sound to the ears without covering them, while minimizing what others around can hear. Available on the US market, Carrera Smart Glasses combine Safilo's well-established traditional distribution strategy with Amazon's amazing online distribution.

Our brands

The Group's portfolio encompasses home brands and licensed brands.

Safilo's **home brands** are strategically crucial to the Group's development goals. The main ones are: **Carrera, Smith, Polaroid, and Blenders Eyewear**.

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

The Group's **licensed brands** are among the leading and most diversified brands in the eyewear sector. A multitude of fashion houses turn to Safilo for their eyewear collections, recognizing the great expertise and knowledge that it has built over the years, its ability to best interpret and enhance every single brand's DNA, and the unique *savoir-faire* that enables it to create success stories in the eyewear industry.

Between 2023 and 2025, Safilo renewed the key licenses in its portfolio, from Kate Spade and Tommy Hilfiger to BOSS and HUGO, as well as other important partnerships. This allows for an **unprecedented visibility of the licensing business until the end of 2031**.

In 2025 it also signed a new ten year licensing agreement with Victoria Beckham.



With more than 30 brands, Safilo covers all the consumer segments: from **Fashion Luxury** – with Boss, Carolina Herrera, Dsquared2, Etro, Isabel Marant, Missoni, Moschino, PORTS, Victoria Beckham – to **Lifestyle** – with Carrera, Eyewear by David Beckham, Marc Jacobs, Levi's, Tommy Hilfiger, Tommy Jeans, Kate Spade New York, Kurt Geiger, Fossil, HUGO, Juicy Couture, Liz Claiborne, Love Moschino, Pierre Cardin, and Stuart Weitzman – and **Sports & Outdoor** – with Smith and Under Armour – up to **Mass Cool** – with Blenders, Polaroid, Privé Revaux and Seventh Street.

From origins to today

Safilo Group's origins date back to 1934, when Guglielmo Tabacchi purchased the first Italian eyewear manufacturing facility in Calalzo di Cadore, which had been in business since 1878. With the establishment of the Società Azionaria Fabbrica Italiana Lavorazione Occhiali (S.A.F.I.L.O.), the company becomes one of the main global eyewear manufacturers.

In the 60's and 70's, Safilo begins an important industrial development with the opening of its second facility in Santa Maria di Sala (province of Venice), relocating there the production of acetate and celluloid frames, and the opening of Padova offices, which are still today the Headquarters of the Group and an important logistic center.

In 1970 the company patents the revolutionary Elasta hinge, an innovative mechanism designed to improve the flexibility and lifetime of eyewear frames. This hinge allows temples to support outward stress without deforming them, maintaining the shape of the frame and offering the best comfort to the wearer.

In the same year, Safilo launches the UFO sunglasses model, characterized by a distinctive and modern design for the time. These sunglasses quickly became popular and represented an icon of style in the 70's. Nowadays, original UFO sunglasses styles by Safilo are considered collectors' pieces.

During the 80's and 90's, Safilo expands its global presence, opening commercial subsidiaries in Europe, Asia and America.

In 1996, the group acquires a business branch of Carrera GmbH, a company specialized in the production of sports eyewear. In the same year, the acquisition of the American company Smith Sport Optics marks the entrance of the Group into the sports segment.

After the first listing at the Milan stock exchange from 1987 to 2001, the Group returns to the Milan stock exchange in 2005.

In 2010, the entrance of HAL Holding N.V as major shareholder strengthens the financial and strategic stability of the Group.

In 2012, Safilo acquires Polaroid Eyewear, leader in the technology of polarized lenses.

In the following years, Safilo faces tough industry challenges, in particular the decision taken by the main French luxury groups to internalize their eyewear businesses and the subsequent exit from the portfolio of some key licenses such as Gucci (2016) and Dior (2020).

Between 2018 and 2022, the Group undertakes an ambitious strategic turnaround aimed at re-establishing itself among the eyewear leaders.

In 2019, Safilo completes the sale of its retail business (Solstice), in order to focus fully on wholesale activities and to start developing the DtC (Direct-to-Consumer) channel through digital.

In the same year, the company starts a rationalization path of its productive footprint, a key pillar of the Group's wider relaunch strategy. Between 2020 and 2023, Safilo closes the Ormoz plant and sells the Martignacco and Longarone production facilities to realign its production volumes with the renewed market scenario and portfolio needs.

Starting from 2019, Safilo undertakes an important 360-degree digital transformation strategy, which provides the company with the latest technologies for business intelligence and data analytics. Safilo



invests in the adoption of innovative BtB (eg. You&Safilo) platforms and in a cutting-edge CRM (Customer Relationship Management) software that redefine and improve the customers' experience, involvement and services.

In 2020, Safilo finalizes the acquisitions of Privé Revaux and Blenders Eyewear brands. The latter, which is a digitally native Californian brand, brings an innovative and growing business, centered on e-commerce and focused on the United States.

In 2022, in line with the growing commitment to a sustainable business management, Safilo joins The Fashion Pact, a coalition of leading global fashion and textile companies (ready-to-wear, sports, lifestyle and luxury), as well as suppliers and distributors, committed to a set of common goals focused on three main areas: halting global warming, restoring biodiversity and protecting the oceans.

In 2023, Safilo sets its short-term sustainability objectives that are validated by the Science Based Target initiative (SBTi) in February 2024.

Between 2023 and the beginning of 2025, Safilo renews the key licenses in its portfolio, from Kate Spade and Tommy Hilfiger to BOSS and HUGO, as well as other important partnerships. This allows for an unprecedented visibility of the licensing business of around 6 years.

In 2024, Safilo celebrates 90 years of history as one of the global leaders in eyewear. Among the most significant initiatives of the year, the signing of the perpetual licensing agreement for Eyewear by David Beckham collections stands out, and marks a milestone that contributes to bringing the rich proprietary brands portfolio, made of Carrera, Smith, Blenders and Polaroid Eyewear, to represent approximately 50% of the total sales of the Group.



Key Facts

3828 employees worldwide

5 international design studios: Padua, Milan, New York, Hong Kong and Portland

3 wholly owned production facilities and a network of hyper-selected external suppliers

3 main distribution centers: Padua, Denver (Colorado, USA) and Hong Kong

A wholly owned global network of subsidiaries in 40 countries and over 40 distribution partners in 70 countries

Approximately 100,000 selected points of sale all over the world

Over 145 years of long-lasting tradition in the eyewear industry

The parent company Safilo Group S.p.A. is listed on 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.