



## **SAFILO GROUP PRESENTS THE EYEWEAR TRENDS FOR 2022 AT MIDO**

**Hall 13, Stand N24/T29**

**Padua, April 29, 2022** - The 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 - will be attending MIDO, the largest international event dedicated to eyewear, taking place at Fiera Milano in Rho-Pero from 30 April to 2 May 2022.

With a stand of over 800 square metres featuring a high technological content, Safilo will be showcasing the latest developments of the more than 30 brands in its portfolio with dedicated brand stories, both for its own brands - **Carrera, Polaroid, Smith, Privé Revaux, Blenders Eyewear and Seventh Street** - and those under licence, including the new launches Chiara Ferragni Collection, Dsquared2 and Carolina Herrera.

The exhibition itinerary includes two eye-catching areas dedicated to proprietary brands.

The **Carrera Gallery** is characterised by a soft urban soul feel in a New York speakeasy style, including an unexpected glossy red garage space hosting the new CARRERA|DUCATI Collection - the result of the partnership between the two brands on and off the track - as well as a Ducati Gran Prix motorbike.

The **Polaroid** space, with a colourful, pop-style look, reflects the ENJOY A WORLD OF COLORS motto, immersing visitors in the colourful world of the new collection of sunglasses and eyeglasses.

Visitors will be able to view the contents of the new brand campaigns in the **Digital Gallery**, set up in a third area, where the brand videos will run in sequence.

The stand also features a space dedicated to **You&Safilo**, Safilo's B2B e-commerce platform designed by opticians for opticians and operational throughout Europe.

You&Safilo complements the traditional relationship with sales agents and makes available to opticians all the sales tools useful within stores, in a clear and intuitive way: they can browse product catalogues, make purchases 24/7, update order statuses, manage post-sales activities completely independently, access marketing content and more. Furthermore, together with You&Safilo, customers continue to have the constant support of Safilo's Customer Care.

In line with the Group's Digital Transformation journey and with the desire to keep the customer as the focus of its strategies, a **virtual try-on** of some of the pieces from the SS22 collections will also be possible.

In fact, thanks to the collaboration with Topology - a company specialising in Eyewear Technology that makes it possible to offer an innovative in-store and digital experience to its end customers - at the Carrera and Polaroid galleries it will be possible to scan your face and experience a way of buying eyewear that is changing the customer experience.

These innovative solutions will also be the subject of a discussion between Angelo Trocchia, CEO of Safilo Group, Antoine Amiel, President of Newlook Vision Group, and Eric Varady, Founder of Topology, during the round table "**Digital transformation in the eyewear market: focus on hybrid retail and virtual try on**", which will be held at the Safilo stand on Saturday 30 April at 3.30 pm.

### **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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