



SEE THE WORLD AT ITS BEST

**LEVI STRAUSS & CO.**

## **SAFILO GROUP AND LEVI STRAUSS & CO. ANNOUNCE THE RENEWAL OF THEIR GLOBAL EYEWEAR LICENSING AGREEMENT**

**Padua/San Francisco – January 18, 2024** - 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 – and the Levi’s® brand – one of the world’s most iconic lifestyle brands and global denim leader – announce the renewal of their global licensing agreement of Levi’s® branded eyewear until the end of 2029.

Levi’s® eyewear will continue to be distributed globally, leveraging its strong brand awareness and widespread point of sales in Europe, North America and Asia, where it represents one of the main brands in the contemporary segment.

*“We are very proud to renew our partnership with Levi’s which, thanks to its unmatched brand awareness, allows our Group to offer amazing contemporary eyewear to consumers all around the world. We are particularly pleased to be able to strengthen our collaboration with a company with which Safilo shares a common vision, and commitment to sustainability, reflecting the strategic importance that we mutually place on this way of running successful businesses. Furthermore, we are proud to keep working with Levi’s which remains one of the most loved brands of the younger generations”* says Angelo Trocchia, CEO of Safilo Group.

*“Our partnership with Safilo helps us continue to diversify our Levi’s product portfolio as a lifestyle brand. We’re gratified to see the progress we’ve made since we first announced and look forward to ongoing collaboration.”* says Karyn Hillman, Senior Vice President and Chief Product Officer of Levi Strauss & Co.

### **About Safilo Group**

Established in 1934 in Italy's Veneto region, Safilo Group is one of the eyewear industry's key players in the design, manufacturing and distribution of prescription frames, sunglasses, outdoor 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 home brands: Carrera, Polaroid, Smith, Blenders, Privé Revaux and Seventh Street. Licensed brands include: Banana Republic, BOSS, Carolina Herrera, Dsquared2, Etro, Eyewear by David Beckham, Fossil, havaianas, HUGO, Isabel Marant, Juicy Couture, Kate Spade New York, Levi's, Liz Claiborne, Love Moschino, Marc Jacobs, Missoni, M Missoni, Moschino, Pierre Cardin, PORTS, rag&bone, Stuart Weitzman, Tommy Hilfiger, Tommy Jeans and Under Armour.

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.IM, Reuters SFLG.MI). In 2022, Safilo Group recorded net revenues for Euro 1,076.7 million.

### **About the Levi's® brand**

The Levi's® brand epitomizes classic American style and effortless cool. Since their invention by Levi Strauss & Co. in 1873, Levi's® jeans have become one of the most recognizable garments of clothing in the world—capturing the imagination and loyalty of people for generations. Today, the Levi's® brand portfolio continues to evolve through a relentless pioneering and innovative spirit that is unparalleled in the apparel industry. Our range of leading jeanswear and accessories are available in more than 110 countries, allowing individuals around the world to express their personal style. For more information about the Levi's® brand, its products and stores, please visit [levi.com](http://levi.com).

### **About Levi Strauss & Co.**

Levi Strauss & Co. is one of the world's largest brand-name apparel companies and a global leader in jeanswear. The company designs and markets jeans, casual wear and related accessories for men, women and children under the Levi's®, Dockers®, Signature by Levi Strauss & Co.™, Denizen® and Beyond Yoga® brands. Its products are sold in more than 110 countries worldwide through a combination of chain retailers, department stores, online sites, and a global footprint of approximately 3,200 brand-dedicated stores and shop-in-shops. Levi Strauss & Co.'s reported 2022 net revenues were \$6.2 billion. For more information, go to <http://levistrauss.com>, and for company news and announcements go to <http://investors.levistrauss.com>.

*Contacts:*

#### ***Safilo Group Investor Relations***

Barbara Ferrante

Ph. +39 049 6985766

<https://www.safilogroup.com/en/investors>

#### ***Safilo Group Press Office***

Elena Todisco

[elena.todisco@safilo.com](mailto:elena.todisco@safilo.com)

Mob. +39 339 1919562

*Barabino&Partners S.p.A.*

Pietro Cavallera

[p.cavallera@barabino.it](mailto:p.cavallera@barabino.it)

Ph. +39 02 72023535

Mob. +39 338 9350534

#### ***Levi Strauss & Co Press Office***

Josu Aboitiz

[jaboitiz@levi.com](mailto:jaboitiz@levi.com)