

## SAFILO GROUP PRESENTS THE EYEWEAR TRENDS FOR 2024 AT MIDO

Padua, February 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 - will be attending MIDO, the largest international event dedicated to eyewear, taking place at Fiera Milano in Rho-Però from 3<sup>rd</sup> to 5<sup>th</sup> February 2024.

Founded in 1934, this year Safilo celebrates its 90<sup>th</sup> anniversary, having in its DNA a principle of looking ahead to allow millions of people to see the world at its best, every day. This year at MIDO, the company celebrates 90 years of excellence that have allowed the company to innovate without ever losing sight of the product excellence and outstanding customer service. The ability to create value through this outlook has been Safilo's goal over the years and will continue to be its compass as the company looks to the future.

With a surface area of over 800 square metres, the stand has been renovated with an open façade architecture that allows visitors to see inside as they approach, starting with the Home brands Carrera and Polaroid that will constitute a clear and immediate focal point.

The Safilo booth will feature high technological content, showcasing the latest developments of its portfolio of more than 30 brands with dedicated brand stories, for both its Home Brands and Licensed brands.

The booth is designed to create well-defined and functional areas, including the Brands space featuring the new collections, the Digital Gallery for an immersive experience in Safilo world, the lounge and the work area designed to accommodate customer meeting and business requirements.

The customised **CARRERA** space, which will host a special party with a live DJ set on the Saturday afternoon, is one of the highlights of the booth and was conceived to enhance the Spring/Summer 2024 Collection thanks to the Talents portrayed in the new Global Campaign, which translates the brand's iconic elements into a stunning campaign shot in Mexico City. Two special corners will be dedicated to a preview of the CARRERA Woman Collection and to the new **CARRERA | ALEXA** Collection, the first Carrera Smart Glasses to merge Safilo's Italian design with Alexa technology to produce two iconic frames. The new **CARRERA|DUCATI** eyewear collection will also be on show alongside the Ducati MotoGP World Champion show bike.

The **POLAROID** space is an immersive colourful exhibition that supports the Spring/Summer 2024 campaign presenting the entire Polaroid eyewear range: COOL, ESSENTIAL, ACTIVE-SPORT and KIDS. The Gallery will welcome visitors with a playful and colourful journey to truly ENJOY A WORLD OF COLOURS and a special must-see 3D video installation.

The new **ETRO** eyewear collection designed by Safilo will be presented with a special show on the Sunday afternoon, a dedicated invitation-only event that will enhance the stunning new sunglasses and optical frames, by showcasing their unique aesthetics and signature details as a pure expression of an exquisite *savoir-faire*.

In the **DIGITAL GALLERY**, visitors will have the opportunity to delve into the contents of the brand's new campaigns, in a special environment designed to create an immersive and interactive experience, while in the **PRODUCTS LABS** a digital experience will allow them to discover all the eyewear trends of the coming season as well as the **company's sustainability initiatives**, and in the **LOUNGE AREA** they will have the chance to enjoy an overview of the eyewear collections from the brands in Safilo portfolio.

The Safilo booth will also feature a brand new corner dedicated to **YOU&SAFILO**, Safilo's B2B e-commerce addressing opticians, which recently took another big step forward by becoming even more effective and complete with its 2024 total overhaul. The corner will also present some innovative You&Safilo features: OMNIAbySafilo - the Digital Marketing Content platform that boosts opticians' sales volumes through website, social media and in-store initiatives - and an exclusive preview of a brand-new educational platform that aims to give opticians the tools and sales cues they need to expand their business.

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## The Safilo booth is in Hall 1 Stand N32 T23 T31- FASHION DISTRICT

### THE EYEWEAR TRENDS IN THE SAFILO EYEWEAR COLLECTION FOR SPRING/SUMMER 2024:

#### SUSTAINABILITY:

Many of the new eyewear collections are crafted with a conscious commitment to the environment, such as the new POLAROID optical frames in recycled metal or bio-rubber (*PLD D530 and PLD D385*) and the new SMITH mask in Bio-based Polyamide (*Pursuit*).

The season's BOSS and HUGO sunglasses and optical frames are manufactured using Acetate Renew, composed of bio-based and recycled materials, with lenses made of either bio-based nylon or Tritan™ Renew, a premium plastic made from recycled materials (*BOSS 1625/S, BOSS 1629, HG 1301/S*). LEVI's presents its new sunglasses in Bio-based Polyamide, including bio-based content derived from castor oil (*LV 1066*), while TOMMY HILFIGER introduces new styles made from Renewed Acetate (*TH 2067/S and TH 2072*) and UNDER ARMOUR features new optical frames in Tritan™ Renew (*UA 5072*).

A dedicated area where the Safilo teams and visitors can meet will highlight the sustainable features of the new collection as well as the company's sustainability initiatives.



styles: PLD D530 AND PLD D835; SMITH PURSUIT;  
BOSS 1625/S, BOSS 1629; HG 1301/S; LV 1066/S; TH 2067/S and TH 2072; UA 5072

#### LOGOMANIA:

Never to go unnoticed: the boldest styles of the new collections are embellished by eye-catching logo-details, such as the *MARC 738/S* sunglasses from MARC JACOBS, with striking high-relief logo on the temples, the BOSS women sunglasses with the new BB logo (*BOSS 1654/S*), and the *House of Herrera* sunglasses from CAROLINA HERRERA decorated on the temples by a colour-block logo insert (*HER 0221/G/S*). The DSQUARED2 *Hype* sunglasses are elevated by the new metal "D2" logo (*D2 0124/S*), while the new oversized ETROSCREEN sunglasses feature the emblematic *Pegaso* detail, and the MOSCHINO styles are embellished by the new *See-Through Logo* on the temples (*MOS 160/S*).



styles: MARC 738/S, BOSS 1654/S, HER 0221/G/S, D2 0124/S, ETROSCREEN, MOS 160/S

#### COUTURE DETAILS AND FUNCTIONAL FEATURES:

The new eyewear is enhanced by details recalling the ready-to-wear collections, such as the ETRO sunglasses decorated with the *Paisley* motif (*ETRO 0016/G/S*), the MISSONI *MIS 0187/S* style incorporating Missoni fabrics or the MOSCHINO sunglasses with the zip detail, for a strong fashion statement (*MOS 158/S*). Other styles are elevated by jewel details, such as the CAROLINA HERRERA *Diva* sunglasses with sparkling flowers studded with crystals (*HER 0215/S*), or provided with functional accessories, such as DSQUARED2 mask featuring a built-in visor (*D20139/S*), or the PIERRE CARDIN *Evolution 10* sunglasses with their futuristic design paired with a magnetic sun clip-on.



styles: ETRO 0016/G/S, MIS 0187/G/S, MOS 158/S HER 0215/S, D20139S, Pierre Cardin Evolution 10)

### FROM BOLD DESIGNS TO LIGHTWEIGHT SHAPES:

The new eyewear features bold shapes without ever compromising on lightness, thanks to innovative constructions and lightweight materials: the CARRERA VICTORY C sunglasses in lightweight injected Eco Polyamide, the bold BOSS wraparound styles in Acetate Renew (BOSS 1623/S), and the iconic EYEWEAR BY DAVID BECKHAM sunglasses, now available in a flat and slim version for a lightweight effect (DB 7000/S FLAT). The edgy new ISABEL MARANT styles feature all-over lenses overlapping the frame (IM 0169/S), while the sophisticated MARC JACOBS sunglasses stand out with trend-setting shapes (MJ 1099/S).

The new collections also present minimal and streamlined designs in lightweight materials, such as the CARRERA DUCATI sunglasses in lightweight titanium and carbon-fibre (CARDUC 038/S), the round POLAROID sunglasses in stainless steel (PLD 6214/X/S), the CAROLINA HERRERA Essential sunglasses in ultra-light hard acetate (HER 0244/S), and the tiny DSQUARED2 Icon metal sunglasses (D2 0015/S).



styles: CARRERA VICTORY C 01/S, BOSS 1623/S., DB 7000/S FLAT, IM 0169/S, MJ 1099/S



styles: CARDUC 038/S, PLD 6214/X/S, HER 0244/S, D2 0015/S

### ATHLEISURE INSPIRATION FOR THE NEW SUNGLASSES AND SHIELDS:

As essential accessories for sport and leisure, the new sunglasses ensure maximum comfort, such as the Active wraparound CARRERA sunglasses in injected eco polyamide (CARRERA 4017/S), the EYEWEAR BY DAVID BECKHAM sunglasses, conceived for a perfect fit under motorbike helmets (DB 1117/S), and the sunglasses from UNDER ARMOUR, designed for outdoor activities (UA KICK OFF).

Echoing an early 2000s-inspired design, the new shields come in wraparound or flat shapes featuring distinctive details, such as the CARRERA Flaglab 16 mask with a racing-inspired temple design, the edgy DSQUARED2 shields (D2 0126/S), the ETROMACARON mask featuring the Pegasus motif, the MISSONI MIS 0185/S oversized lightweight shield, the rimless MARC JACOBS MARC 737/S mask with bold logo and LEVI'S edgy unisex mask LV 1065/S.



styles: CARRERA 4017/S, DB 1117/S, UA KICK OFF, FLAGLAB 16, D2 0126/S, ETROMACARON, MIS 0185/S, MARC 737/S, LV 1065/S

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### **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.