



## **SAFILO ANNOUNCES A LICENSING AGREEMENT WITH ESSILOR FOR POLAROID BRANDED POLARIZED OPHTHALMIC LENSES**

**Padua, May 21<sup>st</sup>, 2013, h. 8.00am** – Safilo, worldwide leader in the premium eyewear sector, announces a ten-year licensing agreement with Essilor, the world's leading ophthalmic optics company, for the design, manufacture and worldwide distribution by Essilor of polarized ophthalmic lenses under the Polaroid brand for use with eyewear products in general.

Roberto Vedovotto, CEO of Safilo Group, commented: "We are very proud to start this long-term partnership with Essilor, a Group that has been driven by innovation in the development of lenses for more than 160 years. We consider this project an extraordinary opportunity for Polaroid not only to confirm its credibility and worthiness as a reference brand for the protection and improvement of eyesight, but also to extend its application to eyesight correction, in order to always offer consumers throughout the world best-in-class products."

### **About Safilo Group**

The Safilo Group is worldwide leader in the premium eyewear sector for sunglasses, optical frames and sports eyewear. With an international presence through 30 owned subsidiaries in primary markets – in America, Europe and Asia – and exclusive distributors, Safilo produces and distributes its house brands – Safilo, Carrera, Polaroid, Smith Optics, Oxydo – and the licensed brands Alexander McQueen, Banana Republic, Bobbi Brown (starting from 2014), BOSS, BOSS Orange, Bottega Veneta, Céline, Dior, Fossil, Gucci, HUGO, J.Lo by Jennifer Lopez, Jimmy Choo, Juicy Couture, Kate Spade, Liz Claiborne, Marc Jacobs, Marc by Marc Jacobs, Max Mara, Max&Co., Pierre Cardin, Saint Laurent, Saks Fifth Avenue and Tommy Hilfiger. For further information [www.safilo.com](http://www.safilo.com)

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