



SAFILO GROUP PRESENTS THE EYEWEAR TRENDS FOR 2025 AT MIDO

Padua, February 2025 – 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-Pero from 8th to 10th February 2025.

With a surface area of over 800 square metres, the Safilo booth is designed to create well-defined and functional areas, including the Brands space featuring the new collections, the lounge, and the work area to accommodate customer meetings and business requirements.

The booth, which aims to celebrate Safilo's important business goals achieved in 2024 and to lay the basis for the new achievements in 2025 onwards, will feature high technological content and will showcase the latest developments of Safilo's portfolio, which includes more than 30 brands, with dedicated brand stories, for both its Home Brands and Licensed brands.

Safilo's Home Brands are strategically crucial to the Group's development goals. The principal ones are Carrera, Smith, Polaroid, and Blenders Eyewear.

The stand presents an open façade architecture that allows visitors to see inside as they approach, starting with the Home Brands Carrera and Polaroid that will create a clear and immediate focal point.

The customised **CARRERA** space is conceived to present the Spring/Summer 2025 Collection featuring the new stunning campaign shot in New York City.

In 2025 Carrera launches the new Carrera Sport Collection bringing the brand's tribute to boldness and authenticity into the world of sport. The Carrera Sport Collection spreads the brand's iconicity to a broader set of passionate people: the "fashionable in sports", whose active lifestyles don't mean they have to give up on style.

A special event with a DJ set will take place on Saturday afternoon in the Carrera space welcoming customers, press and brand lovers, and inviting everyone to #driveyourstory.

The **POLAROID** space is a colourful immersive hub launching Polaroid Eyewear into a new era. The new Spring/Summer 2025 campaign features the Italian tennis player and Olympic Medalist **Lorenzo Musetti** as Global Brand Ambassador and announces also some important news: Polaroid Eyewear will be the **ATP TOUR Official Eyewear Partner for the next three years**.

All this amazing news will be celebrated with a special event on Sunday morning with playful activations, gaming challenges and a big surprise.

In the CARRERA and POLAROID areas visitors will enjoy the possibility to test the "**Instant Try-on**" experience, which allows users to virtually and instantly try on each eyewear collection and enjoy a fast and immersive experience linking virtual and physical media touchpoints.

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

Consequently, this year there will be a space dedicated to the **EYEWEAR BY DAVID BECKHAM** collection that celebrates the **perpetual license agreement** and showcases the new sunglasses and optical frames infused with effortless British sophistication. An amazing circuit of **30 out-of-home installations** with the campaign images will welcome the visitors at the entrance and in the main pavilions, to give additional visibility to the Eyewear by David Beckham collection.

The Group's licensed brands are among the leading and most diversified brands in the eyewear sector. Between 2023 and early 2024 and in the latest weeks, Safilo signed the renewal of its partnerships with its key licensed brands, obtaining unprecedented visibility for approximately 6 years. All the licensed brands are represented inside the booth with both technological and physical contents or dedicated areas.

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

The Safilo booth features a corner dedicated to **YOU&SAFILO**, Safilo's B2B e-commerce platform for opticians, including OMNIAbbySafilo - the Digital Marketing Content platform that boosts opticians' sales volumes through website, social media and in-store initiatives - and the educational platform that aims to give opticians the tools and sales cues they need to expand their business. In this corner visitors will have the possibility to play with the **“Instant Try-on” experience**, which allows users to virtually try on the new eyewear collections of the many brands in Safilo's portfolio.

The lounge also includes the **SUSTAINABILITY CORNER** with a first area showcasing Safilo's Sustainability Journey and highlighting the key initiatives developed in 2024 across its three core pillars (People, Product, and Planet), and a second area including a selection of SS2025 models crafted from sustainable certified recycled and bio-based materials: POLAROID sunglasses made with Recycled Polycarbonate (style PLD 6239/S/X), with Recycled metal (style PLD D570/G) or Bio-based Rubber (style PLD 8064/S) and the SMITH sunglasses in bio-based Polyamide (style Monroe Peak). The corner also includes TOMMY HILFIGER, BOSS and HUGO models crafted from Acetate Renew (styles TH 2189, TH 2211/S, BOSS 1745/S, BOSS 1751/S and HG1339/G) and the optical frames from LEVI'S made with recycled metal (style LV 1091) and Tenite™ Renew (style LV 1081).



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

THE TRENDS IN THE SAFILO EYEWEAR COLLECTIONS FOR SPRING/SUMMER 2025:

1. CHROMA ACCENT: A PERFECT BLEND OF NATURAL COLOURS AND DIGITAL COLOURS:

The new eyewear collections feature a balance between natural colours, such as the soft tones of powder pink, vibrant ochre and brick red, and digital colours, such as classy jade, Jupiter violet and cornflower blue. These two colour-categories harmonically coexist within each collection, in an exquisite fusion of earthy tones reconnecting us to nature and technology-inspired hues, in a perfect blend between the natural universe and the digital world.

THE NATURAL COLORS:

POWDER PINK: The tones of powder pink elevate the bold design of CARRERA feminine sunglasses in acetate (style VICTORY C12/S) or POLAROID squared optical frames (style PLD D 558). Powder pink is declined in a translucent version in CAROLINA HERRERA and TOMMY HILFIGER optical frames (styles HER 0316 and TH 2216), or in a matte version in THE SUNGLASSES by MARC JACOBS and in MISSONI butterfly style (style MARC 798/S and MIS 0241/S). Delicate shades of powder pink are included also in the palette of BOSS feminine sunglasses and ISABEL MARANT squared model (styles BOSS 1791/G/S and IM 0210/S).



VIBRANT OCHRE: The shades of vibrant ochre underline the bold design of CARRERA oversized sunglasses and of the sporty wraparound CARRERA DUCATI shape (styles FLAGLAB 18/S and CARDUC 055/S), as well as the lenses of the pilot shaped sunglasses from EYEWEAR BY DAVID BECKHAM collection (style DB 99 Voyager). The warm tones of ochre are instead declined in a transparent version in the POLAROID rounded optical frame (style PLD D 559) or in an energetic solid version in DSQUARED2 feminine cat-eye sunglasses and in MOSCHINO masculine drop-shaped model (styles ICON 0026/S and MOS 126/S).



BRICK RED: The warm tones of brick red emphasize the slim shape of POLAROID squared sunglasses (style PLD 4183/S) as well as the lenses of the bold flat-top sunglasses from EYEWEAR BY DAVID BECKHAM collection (style DB 7134/S). Solid versions of brick red are included in the palette of MISSONI wraparound sunglasses and in the CARRERA bold oversized model (styles MIS 0221/S and FLAGLAB 18/S), while a more intense version of brick red underlines the glamorous design of DSQUARED2 feminine optical frame, of MOSCHINO butterfly sunglasses, of TOMMY HILFIGER cat-eye optical frames and of THE SUNGLASSES by MARC JACOBS (styles D2 0171, MOS 178/S, TH 2230, MARC 800/S).



THE DIGITAL COLORS:

CLASSY JADE: The tones of classy jade highlight the lenses of POLAROID metal cat-eye sunglasses as well as of the bold rectangular sunglasses from EYEWEAR BY DAVID BECKHAM collection (styles PLD 6234/S and DB 7131/S). A darker tone of classy jade underlines the sophisticated ETRO sunglasses in metal and acetate (style ETROCLUB), while a translucent version is included in the palette of the ISABEL MARANT squared optical frame, MOSCHINO bold masculine sunglasses, MISSONI optical frames with the chain and in the CAROLINA HERRERA hexagonal eyeglasses (styles IM 0204, MOS 180/S, MIS 0224/G, HER 0310). BOSS and TOMMY HILFIGER masculine caravan sunglasses are proposed with sophisticated lenses in plain tones of classy jade (styles BOSS 1752/S and TH 2192/S).



JUPITER VIOLET: The accents of Jupiter violet add a sophisticated twist to CARRERA and TOMMY HILFIGER cat-eye optical frames (styles CARRERA 3064 and TH 2231), while a solid and more intense version underline the personality of POLAROID wraparound gummy sunglasses and of the squared optical frames (style PLD 2165/S and PLD D 558).

A translucent option of Jupiter violet is included in the palette of CAROLINA HERRERA “Pearls” optical frames (style HER 0320), while sophisticated tones of purple define the elegant vibes of ETRO sunglasses (style ETRO 0074/G/S and ETRO 0096/G/S) as well as the lenses of MOSCHINO tiny oval sunglasses (style MOS 177/S).



CORNFLOWER BLUE: Cold reflections of cornflower blue define the mirror lenses of the bold CARRERA sporty mask as well as the clear lenses of the semi-rimless sunglasses from EYEWEAR BY DAVID BECKHAM collection (styles C-SPORT 02/S and DB 1173/S). Color combinations of cornflower blue with dark blue outline the design of ETRO oversized optical frames (style ETRO 0097/G), while a matte version highlights the rectangular shape of THE SUNGLASSES by MARC JACOBS, of POLAROID bold squared sunglasses in eco-polycarbonate and of PIERRE CARDIN futuristic sunglasses (styles MARC 804/S, PLD 6238/S/X and EVOLUTION 11-WAVE). A striped version of cornflower blue underlines the elegant design of MISSONI optical frames (style MIS 0225/G) while a transparent variety emphasizes the lightweight feeling of HUGO drop-shaped sunglasses (style HG 1362/S).



2. METAL NUANCE:

The eyewear collections for Spring/Summer 2025 are decorated with metal details, interpreted both as a bold and eye-catching embellishment or as a subtle and jewel-like element, in line with each collection’s stylistic identity. Customization of metal wire-cores, applications of rhinestones or pearls, thick metal profiles, chiseled details, bold logo decoration: a multiple interpretation of metal decoration offers a wide range of options, never to go unnoticed.

The bold sunglasses from the EYEWEAR BY DAVID BECKHAM collection are branded with a visible metal wire-core as well as by the signature *Talisman* detail (style DB 7131/S). Other masculine styles from the CARRERA and BOSS collections feature graphic metal details on the temples, with the logo subtly engraved (styles CARRERA 1053/S and BOSS 1747/S). The strong personality of DSQUARED2 unisex sunglasses is defined by the new D2D logo and the metal chain (style D2 0155/S). Sophisticated feminine sunglasses are decorated with subtle metal details, such as CAROLINA HERRERA sunglasses with pearls and metal spheres, ISABEL MARANT sunglasses with a new metal element, BOSS sunglasses with the BB logo, MOSCHINO optical frames with the *Bracelet* logo wrapping the temples (styles HER 0318/S, IM 0213/S, BOSS 7191/S, MOS 649). In the masculine styles metal elements are interpreted in multiple ways: the MOSCHINO tiny sunglasses feature flat and wide temples in metal (style MOS 184/S), while MARC JACOBS sunglasses present a rimless rectangular shape in titanium and acetate, with a sophisticated double-bridge (style MARC 837/S).

The most feminine styles are enhanced by subtle details, such as the J MARC logo on the MARC JACOBS oversize sunglasses with curved temples, the PC stylized logo on Pierre Cardin hexagonal sunglasses, the *Pegaso* cut-out motif on ETRO sunglasses in bold acetate and the *Paisley* motif chiseled on the ETRO sunglasses in metal (MJ 808/S, P.C. 8541/S, ETRO 0074/S, ETRO 0070/S).



3. MATERIAL COLLISION:

The new collections feature exquisite material effects, including marmorized textures, striped Havana shades and exclusive patterns. Through the skillful use of materials, a sensorial experience outlines the aesthetics of the glasses and conveys a sense of authenticity to the product. The material research aims to infuse the styles with unique features, transforming each piece into a functional work of art.

The ETRO sunglasses are elevated by the signature *Paisley* textures on the acetate (style ETRO 0075/G/S), while the rectangular styles come in a sophisticated tone of striped Havana (style ETRO 0083/S). BOSS feminine cat-eye sunglasses are offered in elegant pearled white, while CAROLINA HERRERA “Pearls” sunglasses come in a fascinating ivory brown Havana as well as the MISSONI rectangular sunglasses (styles HER 0317/S and MIS 0220/S). Warm tones of Havana add an elevated vibe to TOMMY HILFINGER feminine oval sunglasses, as well as to MARC JACOBS cat-eye sunglasses and to CARRERA oversize squared styles (styles TH 2207/S, MJ 1117/S and CARRERA 1072/S). Spotted havana tones are also included in the colour

palette of the flat-top sunglasses from the EYEWEAR BY DAVID BECKHAM COLLECTION, in the MISSONI wraparound style and in LEVI's tiny squared model (styles DB 7134/S, MIS 0221/S, LV 5074/S).



About Safilo Group

Safilo is a global player in the eyewear industry that has been creating, producing, and distributing for over 90 years 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 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 high 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. The perpetual license Eyewear by David Beckham. Licensed brands include: BOSS, Carolina Herrera, Dsquared2, Etro, Fossil, HUGO, Isabel Marant, Juicy Couture, Kate Spade New York, Kurt Geiger, Levi's, Liz Claiborne, Love Moschino, Marc Jacobs, Missoni, Moschino, Pierre Cardin, PORTS, 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 2023, Safilo Group recorded net revenues for Euro 1,024.7 million.