



SAFILO AND CHIARA FERRAGNI SIGN NEW LICENSING AGREEMENT FOR EYEWEAR COLLECTION

Padua/Milan, September 13, 2021 – Safilo, a worldwide leader in the design, manufacturing and distribution of eyewear, and Chiara Ferragni, entrepreneur and global fashion icon, announce today their new multi-year global licensing agreement for the design, manufacture and distribution of the first Chiara Ferragni branded eyewear collection.

The full eyewear range – both optical and sun – will be unveiled for the SS22 season, hitting the market in January 2022.

“We are excited to welcome to our portfolio one of the most famous and powerful digital entrepreneurs in the world,” declared Angelo Trocchia, CEO of Safilo Group. *“Together, we want to create a new leading and digitally boosted fashion eyewear brand that directly speaks to new generations, working in synergy with the extraordinary power of Chiara’s global fan base to further strengthen the presence of Safilo in the digital universe. It represents a perfect fit in our brand portfolio and a significant opportunity for us to grow in the contemporary segment.”*

“Safilo represents not only excellence in eyewear but also, similarly to my brand, a great example of Italian spirit with a global reach,” stated Chiara Ferragni, CEO and Creative Director of Chiara Ferragni brand. *“They strongly believed in my brand and in developing this new category. I chose Safilo because of the connection I felt with their values, their innovation and commitment to excellence. We worked together to create the collection and I can’t wait to unveil it next year.”*

Over the past months, Safilo has been accelerating on its digital transformation projects, working to be at the forefront of seizing the opportunities of the digital business and making significant progress in terms of product offer, service level, customer engagement and digital connection. The new agreement with Chiara Ferragni, marking her namesake brand’s entry into eyewear licensing, goes in this same direction of digital transformation and active engagement strategy, addressing new generations through new languages and channels to reflect what is happening in the marketplace.

Chiara Ferragni’s ability to dictate fashion trends and her innovative business model have become a case history in the new digital economy. Together with Safilo’s proven track record in brand building there are many opportunities to take advantage of in the long term, through a strategy of international growth and consolidation for the eyewear category.

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, Safilo, Blenders, Privé Revaux and Seventh Street. Licensed brands include: Banana Republic, BOSS, David Beckham, Elie Saab, Fossil, Givenchy, 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 2020, Safilo Group recorded net revenues for Euro 780.3 million.

About Chiara Ferragni Brand

Chiara Ferragni is a growing modern womenswear brand housing footwear, apparel, and accessories. The collection showcases the brand's renown use of unique mix of colors, motifs, patterns and glitters. The collection is infused with new iconic silhouettes that are meant to be worn and collected. <https://www.chiaraferragnicollection.com/>

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