



SAFILO GROUP AND JUICY COUTURE ANNOUNCE THE RENEWAL OF THEIR EYEWEAR LICENSING AGREEMENT

Padua/New York, July 18, 2023 – 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 Juicy Couture, a global fashion and iconic lifestyle brand, announce the renewal of a global licensing agreement for the design, manufacturing and distribution of Juicy Couture branded optical frames and sunglasses for women and optical frames for girls and teens until December 31, 2027.

“Revered for its embrace of the casual but glamorous L.A. lifestyle and attitude, Juicy Couture fits within our portfolio strategy of offering locally relevant eyewear brands in key strategic markets like North America that have a broad international reach and unique design point of view,” said Angelo Trocchia, CEO of Safilo Group.

“We are pleased to renew our partnership with Safilo Group, a true visionary in the eyewear industry,” said Joseph N. Zarro, Executive Vice President of Luxe and Classic brands at Authentic Brands Group, owner of Juicy Couture. *“Through our shared vision, we will continue to deliver eyewear that captures the Juicy Couture spirit and allows our customers to express their individuality.”*

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, Chiara Ferragni, Dsquared2, Etro (starting from 2024), Eyewear by David Beckham, Fossil, 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, 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 Juicy Couture

Juicy Couture is an LA lifestyle brand infused with casual glamor and an irreverent attitude, designed for girls all over the world. Embracing its Los Angeles heritage, Juicy discovers the couture in the everyday and delivers an element of surprise in all of its designs. Identified as a casual luxury brand, Juicy Couture offers apparel for women, girls and babies, as well as handbags, shoes, intimates, swimwear, accessories and jewelry. The brand is available in 14 freestanding stores and select department stores in approximately 94 countries throughout North America, Europe, Asia, Latin America, Africa and the Middle East. Its fragrance offerings are ranked among the world's top prestige fragrances and are available in 25,000 points of sale.

For more information, visit juicycouture.com.
Follow @juicycouture on [Facebook](#), [Twitter](#) and [Instagram](#).

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
Mob. +39 339 1919562
Barabino&Partners S.p.A.
Pietro Cavallera
p.cavallera@barabino.it
Mob. +39 338 9350534

Authentic Brands Group (Authentic)

Giana Elenterio
elenterio@authentic.com
Scarlet Manzueta
smanzueta@authentic.com