



## **SAFILO TAKES ANOTHER STEP TOWARDS DIGITAL TRANSFORMATION WITH NEW CARRERA E-COMMERCE PLATFORM IN THE U.S.**

**Padua/Secaucus, August 5, 2021** – Safilo, a worldwide leader in the design, manufacturing and distribution of eyewear, announces the launch of **us.carreraworld.com**, a **new U.S. e-commerce platform in the U.S.** for its own core brand **Carrera**. This new direct-to-consumer strategy for the US market coincides with the historic eyewear brand's 65th anniversary this year and is the further evolution of the brand's existing website.

With digital transformation being one of the cornerstones of Safilo's 2020-2024 Business Plan, the Company sees the new Carrera D2C site – dedicated exclusively to sunglasses – as a unique opportunity to boost competitiveness and improve its market position by enhancing its direct relationship with consumers and stakeholders. This investment is also intended to enhance brand awareness thus creating more brand relevance which will benefit all U.S. wholesale customers. The new digital platform has been uniquely designed to promote Carrera's growth potential through an extensive and uniquely curated product assortment to better meet the needs and desires of a broad consumer base across the U.S.

Adopting an agile approach based on flexibility and continuous improvement, the e-commerce site promises a top-level purchasing experience for the end consumer. The site is now live, with best-selling sun frames and a tailored assortment available. Exclusive colors and styles will be launched exclusively on the platform shortly.

Over the last months, Safilo has been steadily working on increasingly smarter and more efficient customer-oriented B2B and B2C platforms including the recently launched You&Safilo B2B platform and a new Customer Relationship Management system for the EMEA markets.

The U.S. – where customer satisfaction and high levels of service remain fundamental corporate priorities – is now the new target for Safilo's digital transformation. Continually enhancing its business-to-business sales platform behind-the-scenes for the best-end user experience, the Company's B2B websites for eyecare professionals in North America, **www.mysafilo.com** and **www.mysafilocanada.com** respectively, are currently being enhanced to offer an even smoother navigational experience on desktops and mobile devices. The redesigned sites are scheduled to go live this fall.

*“E-commerce is a new way to engage a new, emerging and expanding consumer base and it's essential for monitoring trends and to have a better understanding of what the U.S. customer is looking for in order to be able to develop new products more in line with the market needs. The U.S. optical channel will greatly benefit from this information fed to our product development team”*– said **Angelo Trocchia**, CEO of Safilo Group. *“We see the growth of Carrera via an omni-channel approach as a positive for all distribution channels and are proud of our commitment to make Carrera a deservedly more relevant brand in the market. Furthermore, this marks a significant step in our e-commerce growth plans and is in line with the company's entire digital transformation strategy which has been evolving rapidly in recent months,”* added Trocchia.

**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, Eyewear by 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.

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