



**SAFILO BY MARC NEWSON  
TO CELEBRATE 80<sup>TH</sup> ANNIVERSARY IN 2014**

**Padua, June 18, 2013** – In occasion of its 80<sup>th</sup> anniversary in 2014, Safilo, homonymous brand of Safilo Group and leader in the optical frame segment, is proud to announce an agreement for the design, production and distribution of an exclusive capsule eyewear collection signed by Marc Newson, one of the most accomplished and influential designers in the globe.

The Safilo collection conceived by Marc Newson will include both optical frames and sunglasses, combining the expertise and technology of Safilo with the distinctive mark of the designer.

“We are enthusiastic about the partnership with one the most famous and eclectic designers of his generation. Marc’s exceptional stylistic contribution will result in the creation of a unique collection with a one-of-a-kind style” commented Roberto Vedovotto, CEO of Safilo Group. “The Safilo brand, since its creation in 1934, has always been a leading manufacturer of high quality spectacles. Design is a key element in the entire value chain of our products and the opportunity presented from undertaking such a high level collaboration allows us to express our vision and sensitivity for design at its very best”.

“For a designer, collaborating with such an iconic brand as Safilo, with its strong DNA and history of excellence presents an extraordinary opportunity to explore new stylistic directions, merging the heritage of the brand with a fresh and innovative perspective” added Marc Newson.

The collection will be released in Spring 2014.

**Safilo**

Founded in 1934, the Safilo brand name represents an historic milestone for the Group on an international level. It combines expertise, know-how and values its tradition of technological innovation in the creation of eyeglass frames for men, women and children, where quality, functionality and comfort go hand in hand with good design.

Through this special project, that is proof of the importance that the Safilo Group puts on this brand, which has always been synonymous with the highest quality all over the world, Safilo is offering the general public its new image. This image is aimed at a more contemporary and stronger look, without forgetting or losing those values that have made the Safilo name famous over the years: quality, comfort, reliability, durability and technological innovation.

The Safilo collections use technology to its maximum: the best example is the latest revolutionary lens-mounting system “Avantek” - invented by the American company of the same name - which eliminates the need to drill the lens and therefore any possible distortion of the image: a new design concept for rimless frames.

**Marc Newson**

Marc Newson has worked across a wide range of disciplines, creating everything from furniture and household objects to bicycles and cars, private and commercial aircraft, yachts, various architectural commissions, and signature sculptural pieces for clients across the globe.

Born in Sydney, Newson spent much of his childhood travelling in Europe and Asia. He started experimenting with furniture design as a student and, after graduation, was awarded a grant from the Australian Crafts Council with which he staged his first exhibition - featuring the Lockheed Lounge – a piece that has now, twenty years later, set three consecutive world records at auction.

Newson has lived and worked in Tokyo, Paris, and London where he is now based, and he continues to travel widely.

Marc Newson was included in Time magazine's 100 Most Influential People in the World and has received numerous awards and distinctions. He was appointed The Royal Designer for Industry in the UK, received an honorary doctorate from Sydney University, holds Adjunct Professorships at Sydney College of the Arts and Hong Kong Polytechnic University, and most recently was created CBE by Her Majesty Queen Elizabeth II.

His work is present in many major museum collections, including the MoMA in New York, London's Design Museum and V&A, the Centre Georges Pompidou and the Vitra Design Museum. Having set numerous records at auction, Newson's work now accounts for almost 25% of the total contemporary design art market.

**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, Fendi (starting from 2014), 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)