



## **SAFILO GROUP AND FENDI ANNOUNCE A NEW 9 YEAR LICENSING AGREEMENT**

**Padua, June 10, 2013, h. 5.40pm** – Safilo Group, worldwide leader in the premium eyewear sector, and Fendi, the historical Italian Maison and one of the most prestigious in the international luxury scenario, announce the licensing agreement for the design, production and worldwide distribution of Fendi sunglasses and optical frames, valid until December 31st 2022.

“It is with great satisfaction that we announce this agreement with Fendi” – said Roberto Vedovotto, CEO of Safilo Group – “We are proud to add to our portfolio a brand featuring such a great and extraordinary heritage. The *savoir faire* which has always distinguished Fendi bags, accessories and clothes, as well as their craftsmanship and innovation skills in luxury furs, will be highlighted and fully transferred to the eyewear collections, thanks to Safilo’s expertise and proficiency in interpreting luxury codes and values. This agreement further strengthens our partnership with LVMH Group, thereby allowing Safilo to create an even closer relationship with our best clients worldwide”.

“Our decision to sign a partnership agreement with Safilo Group arises from deeply shared common values and intentions” – declared Pietro Beccari, Chairman and CEO of Fendi – “Safilo’s know-how, their obsession for quality and innovation, together with the history and undisputed experience acquired throughout the years in the eyewear industry, are core elements which perfectly match Fendi, an iconic brand inspired by a great and established tradition, but constantly cutting-edge and forward-looking”.

Fendi eyewear collections, conceived and created for a sophisticated, feminine and elegant woman, will be available from January 2014 in Fendi boutiques, as well as in the best department and optical stores worldwide.

### **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, 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)

### **Fendi**

The house of FENDI was established by Adele and Edoardo Fendi in Rome in 1925 with the opening of the first FENDI boutique – a handbag shop and fur workshop. Soon winning international acclaim, FENDI emerged as a brand renowned for its elegance, craftsmanship, innovation and style. In 1965, the collaboration with Karl Lagerfeld begins and continues today. In 1992 Silvia Venturini Fendi is appointed FENDI’s accessories creative director. In 2000 the LVMH Group acquires FENDI becoming in 2001 its majority shareholder. Today FENDI is synonymous with tradition, experimentation and creativity.

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[www.safilo.com/en/investors.html](http://www.safilo.com/en/investors.html)