



NICOLA GIORGI APPOINTED NEW GLOBAL HEAD OF HOUSE BRANDS FOR SAFILO GROUP

Padua, September 19, 2011 – Safilo Group, worldwide leader in the premium eyewear industry, has appointed Nicola Giorgi as the new Global Head of the House Brands, reporting directly to Roberto Vedovotto, Chief Executive Officer of Safilo Group.

Born in Bologna in 1965, Nicola joins Safilo from Tod's Group, where he was General Manager of Hogan, heading the extraordinary international expansion of the brand for the recent years.

He previously gained a number of important professional experiences in the automotive industry, most recently as General Manger of the brand Mini for the BMW Group.

Roberto Vedovotto, Chief Executive Officer of Safilo, stated:

“Our management team is once more enriched by an extraordinary professional in one of the most strategic roles for the future development of Safilo Group. I am extremely proud to announce the appointment of Nicola Giorgi as the new Head of the House Brands business.

Our proprietary portfolio, which is today composed of Carrera, Safilo, Smith, Oxydo and Blue Bay, represents our most important challenge and the biggest opportunity of future growth.

Nicola's proven track record and managerial capabilities in all different business areas, from product development to communication, marketing, trade marketing and distribution, together with his long experience in leading very successful international brands, all of them very relevant in the fashion/luxury world, are the key ingredients for Safilo's strong desire to enhance and further develop its house brands portfolio.

I sincerely welcome Nicola on board in our new journey and I wish him all the best in his new role”.

The Safilo Group is worldwide leader in the premium eyewear sector and maintains a leadership position in the prescription, sunglasses, fashion and sports eyewear sectors. Present in the international market through exclusive distributors and 30 subsidiaries in primary markets (U.S.A., Europe and Far East). The main proprietary branded collections distributed are: Safilo, Carrera, Smith Optics, Oxydo, Blue Bay, and the licensed branded collections are: Alexander McQueen, A/X Armani Exchange, Balenciaga, Banana Republic, Bottega Veneta, BOSS Black, BOSS Orange, Dior, Emporio Armani, Fossil, Giorgio Armani, 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., Nine West, Pierre Cardin, Saks Fifth Avenue, Tommy Hilfiger, Valentino, Yves Saint Laurent.

This press release is also available on the website www.safilo.com.

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