



ISABEL MARANT

SAFILO AND ISABEL MARANT ANNOUNCE A TEN-YEAR GLOBAL AGREEMENT, MARKING THE FRENCH BRAND'S ENTRANCE INTO EYEWEAR LICENSING

Padua/Paris, March 10, 2020 – Safilo, a worldwide leader in the design, manufacturing and distribution of eyewear, and Isabel Marant, known as one of the most influential brands among French designers, announce a new global ten-year license agreement for the design, manufacture and distribution of Isabel Marant sunglasses and optical frames. The first Isabel Marant collection will be launched with the Spring/Summer 2021 lines.

“We are pleased to welcome to our portfolio one of the coolest French designer brands whose unique expression and iconic style ensure it stands out within the advanced luxury design segment. This positioning between contemporary and traditional luxury allows design-driven, trend-setting brands, such as Isabel Marant, to captivate and engage Gen Z and Millennials with their originality, recognition and authenticity,” commented Angelo Trocchia, CEO of Safilo Group. “We will focus on reflecting the brand’s distinctive Parisian style through its eyewear collections to appeal to women both in France and throughout the world and expand the brand in this important product category.”

“Safilo’s expertise and capabilities in the design, development and manufacturing of eyewear, as well as their qualitative and widespread distribution reach, are the critical factors that lead us to take this exciting challenge of entering into our first ever eyewear licensing agreement. We were looking for a partner capable of translating our idea of a sartorial interpretation into an accessory that is emblematic of present-day style,” stated Isabel Marant. “With Safilo we share the same creative energy and enthusiasm for experimenting and we are sure that together we will be able to delight our clients in France and beyond.”

About Safilo Group

Safilo Group is a worldwide leader in the design, manufacturing and distribution of sunglasses, optical frames, sports eyewear and related products. Thanks to strong craftsmanship expertise dating back to 1878, Safilo translates its designs into high-quality products according to the Italian tradition. Through an extensive wholly owned network of subsidiaries in 40 countries and more than 50 distribution partners in key markets throughout North and Latin America, Europe, Africa, the Middle East, Asia Pacific and China, Safilo is committed to quality distribution of its products in nearly 100,000 selected points of sale worldwide. Safilo's portfolio encompasses its own core brands Carrera, Polaroid, Smith, Safilo, Privé Revaux, and licensed brands Dior, Dior Homme, Fendi, Banana Republic, BOSS, David Beckham, Elie Saab, Fossil, Givenchy, havaianas, HUGO, Jimmy Choo, Juicy Couture, kate spade new york, Levi's, Liz Claiborne, Love Moschino, Marc Jacobs, Max Mara., Missoni, M Missoni, Moschino, Pierre Cardin, rag&bone, Rebecca Minkoff, Saks Fifth Avenue, Swatch, and Tommy Hilfiger.

Listed on the Italian Stock Exchange (ISIN code IT0004604762, Bloomberg SFL.IM, Reuters SFLG.MI), in 2019 Safilo recorded preliminary net sales for Euro 939 million.

About Isabel Marant

Say Isabel Marant, think Parisian flow. Having founded her label in '94, she instantly became renowned for her pioneering and cosmopolitan spirit bringing self-affirmation and feel good effect to her 'dégaine'. To do so, ever since her launch, she has been trying on each garment before it leaves her studio to ensure everything works in the everyday life of a real woman.

Isabel Marant: "I design clothes for women who want to have style while keeping their own personality. The kind of women who remain genuine but who are stamped with a hidden and remote sophistication."

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