



SAFILO GROUP AND SWATCH ANNOUNCE FIVE-YEAR COLLABORATION AGREEMENT

Padua – Biel, February 9th 2016 – Italian eyewear creator Safilo and Swatch Ltd have signed a collaboration agreement for Swatch branded Eyewear. Creative, playful and lifestyle oriented, Swatch The Eyes will be launched in spring 2016. The launch of the collection will be supported by the “I ALWAYS WANT MORE LOOKS” Swatch advertising campaign - as fun, provocative and smile inducing as ever!

Safilo and Swatch are to co-design eyewear collections and Safilo is to develop and manufacture the eyewear in its European production network.

In line with the global brand commitment to high quality service to customers, Swatch The Eyes will be distributed through Swatch’s global retail network and initially in Safilo’s US retail chain, Solstice, followed by rigorously selected North American eyewear retailers. Swatch and Safilo intend to successively expand Safilo’s distribution to further regions across the world via an eyewear network of the highest standards, in addition to the Swatch Group’s own distribution network.

Commenting on the agreement, Safilo CEO Luisa Delgado said, “This partnership represents a further milestone in our 2020 strategic plan. We are adding an iconic brand to our portfolio, complementing our presence in the vast and fast growing Mass Cool consumer segment with a unique proposition that leverages the smart, playful, innovative DNA of Swatch. We also reconfirm our commitment to European eyewear manufacturing now also for the Mass Cool segment, enabled through smart design, innovation via simplicity of the product construction, and implementation of modern manufacturing processes. We feel privileged to become stewards of the Swatch brand, and to apply its philosophy in Eyewear.”

Nick Hayek, president of Swatch, said, “Recreating a success story in Eyewear via the reinterpretation of the category is an exciting challenge. Swatch is globally recognized as a lifestyle brand, expressive and meaningful in the way it captures trends and emotions: beyond timepieces, eyewear also belongs to those product categories that customers enjoy because they merge fun, style and quality. Safilo is a quality partner offering the highest quality craftsmanship and we are happy to join forces with them.”

Safilo Group

Safilo Group is the fully integrated Italian eyewear creator and worldwide distributor of quality and trust, leader in the premium sector for sunglasses, optical frames and sports eyewear. Design inspired and brand driven, Safilo translates extraordinary design into excellent products created thanks to a superior craftsmanship expertise dating back to 1878. With an extensive wholly owned global distribution network in 39 countries – in North and Latin America, Europe, Middle East and Africa, and Asia Pacific and China – Safilo is committed to quality distribution of its products all around the world. Safilo's portfolio encompasses Carrera, Polaroid, Smith, Safilo, Oxydo, Dior, Dior Homme, Fendi, Gucci, Banana Republic, Bobbi Brown, BOSS, BOSS Orange, Céline, Fossil, Givenchy, HUGO, J.Lo by Jennifer Lopez, Jack Spade, Jimmy Choo, Juicy Couture, Kate Spade, Liz Claiborne, Marc Jacobs, Marc by Marc Jacobs, Max Mara, Max&Co., Pierre Cardin, Saks Fifth Avenue and Tommy Hilfiger.

Listed on the Italian Stock Exchange (ISIN code IT0004604762, Bloomberg SFL.IM, Reuters SFLG.MI), in 2014 Safilo recorded net revenues for Euro 1,178 billion.

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Swatch

Launched in 1983 by Nicolas G. Hayek, Swatch is a leading Swiss watch maker and one of the world's most popular brands. The first Swatch watches surprised everyone with their revolutionary concept, creative design and provocative spirit. The brand philosophy is based on color, movement, lightness and transparency, which can be seen in every Swatch product and project. Today Swatch continues to innovate and surprise with new models, collections and special editions. The brand maintains a strong presence in the world of sports with its commitment to snowboarding, freeskiing, surfing, beach volleyball and mountainbike slopestyle. Right from the start, Swatch connected with art and artists, and Swatch watches remain a prominent canvas for artists from a broad range of disciplines.

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