



**SAFILO AND PIERRE CARDIN ANNOUNCE THE RENEWAL  
OF THEIR EYEWEAR LICENSING AGREEMENT**

**Padua/Paris, October 6, 2020** – Safilo, a worldwide leader in the design, manufacturing and distribution of eyewear, and Pierre Cardin, the historic Parisian fashion house, announce the renewal of the licensing agreement to design, manufacture and distribute prescription frames and sunglasses under the Pierre Cardin brand.

This renewal, which will now run until December 31, 2026, demonstrates the strong professional collaboration between the two Groups, whose partnership began with the presentation of the first Pierre Cardin branded collection back in 1991.

Angelo Trocchia, CEO of Safilo Group, commented: “We are very pleased to continue this partnership which has brought pride and success to both companies for many years. With this renewal we look forward to continuing our work together to build and further develop the Pierre Cardin brand in the eyewear segment. For Safilo, this brand remains an excellent fit within our portfolio thanks to its brand positioning, product styling and consumer target.”

“I am extremely pleased to continue the long and successful partnership with Safilo,” said Pierre Cardin. “This license agreement renewal is a confirmation of the trust that my Maison has been placing for years in the Group, which has proved to be a perfect strategic partner able to fully understand the DNA of our brand and to translate our values into collections and unique eyewear products with a contemporary design.”

The latest Pierre Cardin Evolution limited edition sunglasses were presented on September 21, 2020 during the exclusive fashion show held at the Théâtre du Châtelet in Paris, on the occasion of the cinema release of the documentary film HOUSE OF CARDIN dedicated to the founder of the Maison.

**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, Blenders, 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 net revenues for Euro 939 million.

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