

Press release



LUCA FUSO APPOINTED NEW GLOBAL HEAD OF THE LICENSED BRANDS DIVISION OF SAFILO GROUP

Padua, March 14th, 2011 – Safilo Group, worldwide leader in the premium eyewear sector, has appointed Luca Fuso Global Head of the Licensed Brands Division, reporting directly to Roberto Vedovotto, Chief Executive Officer of Safilo Group.

Luca Fuso joins Safilo from Moncler Group where he has recently headed the sportswear division of Industries S.p.A., which included the Henry Cotton's, Marina Yachting, Coast+Weber+Ahaus brands and the license 18CRR81 Cerruti.

Luca Fuso has been CEO and Managing Director of B&B Italia, a leader in the design furniture sector, and previously spent over ten years at Diesel, where he was Group General Manager before leaving.

Roberto Vedovotto, Chief Executive Officer of Safilo, stated:

“I am very proud to announce the appointment of Luca Fuso as the Head of our licensing business. Our management team will be enriched by a professional fully dedicated to the development of the licensed brands with a global responsibility and focus on the entire value chain of the business, from product development to communication, marketing, trade marketing and distribution.

Luca gained significant experience with some leading brands of Made in Italy, developing at the same time an international expertise across different business areas.

I truly believe his contribution will be extremely valuable to Safilo’s new organizational set up, and I sincerely welcome Luca on board our new journey.”

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 by Hugo Boss, Boss Orange, Dior, Emporio Armani, Fossil, Giorgio Armani, Gucci, HUGO by Hugo Boss, 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.

For further information:

Safilo Group Investor Relations

Barbara Ferrante

ph. +39 049 6985766

www.safilo.com/en/investors.html

Safilo Group press office

Nicoletta Chinello

ph. +39 049 6985379

Community consulenza nella comunicazione ph. +39 0422.416.111 - 02.89.40.42.31

Auro Palomba – Mob. +39 335.71.78.637

Giuliano Pasini – Mob. +39 335.60.85.019