



**SAFILO GROUP AND CÉLINE
ANNOUNCE A NEW MULTI-YEAR LICENSING AGREEMENT**

Padua, November 14, 2011 – Safilo Group, worldwide leader in the premium eyewear sector, and the luxury brand Céline, today announced the signing of a multi-year licensing agreement for the production and worldwide distribution of Céline eyewear.

The collections, designed for a sophisticated modern woman, will be available from January 2012 in Céline boutiques and selected retail outlets worldwide.

“We are extremely pleased to announce a licensing agreement with a brand as exclusive as Céline” - declared Roberto Vedovotto, CEO of the Safilo Group - “this new collaboration allows us to add one of the most desirable names in international fashion to our portfolio, while strengthening our ties with the LVMH group.”

“We are very happy to announce our partnership with Safilo Group” - stated Marco Gobbetti, CEO of Céline - “we are sure that thanks to Safilo’s experience and knowhow in the eyewear industry our collections will express the modern elegance and highest quality that distinguish all Céline’s products as unique and timeless icons.”

About Safilo Group

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.

About Céline

In 1945, Céline Vipiana founded a new contemporary luxury brand in Paris, Céline.

The house of Céline quickly established itself as a brand with a highly innovative expertise in leather goods, and soon launched ready to wear for a strong, chic Parisian woman.

Céline is part of the LVMH group and has over the years become a leading international company present in all major markets worldwide.

In September 2008 Phoebe Philo joined Céline as Creative Director and presented her first collection for the house in June 2009. She won British Designer of the Year Award in 2010, and in June 2011 Phoebe Philo was awarded the prestigious CFDA Award for International Designer of the Year.

Phoebe Philo has given Céline a unique and recognisable identity, and the company continues to enjoy exceptional success.

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