



## SAFILO EXPANDS INTO TAIWAN

### EXCLUSIVE PARTNERSHIP WITH LUXASIA

**Padua-Italy and Tapei-Taiwan, February 21, 2018** – SAFILO, the fully integrated Italian eyewear creator, manufacturer and worldwide distributor of quality and trust, announces a distribution partnership for Taiwan with LUXASIA, the leading luxury operator with longstanding excellence in distribution and brand building capabilities.

LUXASIA is the largest cosmetics and fragrance distributor in Asia, with 30 years of business history, and now expanding across different categories, including accessories, jewellery and fashion apparel, and its own retail distribution with over 100 stores and direct to consumer channels in 11 markets.

As part of the consistent development of its certified Global Distribution Network during the past four years, covering today 44 partner markets, Safilo will now be represented also in Taiwan with its portfolio of over 30 leading eyewear brands spanning five consumer segments: Polaroid and havaianas in the fast growing Mass/Cool segment; Lifestyle and Upper Contemporary with Carrera, Tommy Hilfiger, kate spade new york, Marc Jacobs; BOSS and Max Mara in Premium; Fashion Luxury with Jimmy Choo, Fendi, Moschino and Givenchy; and Atelier with ultra-luxury couture Elie Saab, conceptual design Oxydo and specialist SAFILO vista.

“We are proud to welcome LUXASIA to our Global Partner Network. Taiwan has good potential in both Lifestyle and Luxury, also with a keen eye on our leading brands Polaroid and Carrera,” says Luisa Delgado, CEO of Safilo Group. “Their expertise in quality distribution and in store execution, and proven brand building capabilities in the luxury industry will open the way for innovative consumer engagement in Eyewear. This new partnership thus sets the foundation for SAFILO’s vision to reinvent Eyewear consumer engagement, learning in Asia.”

“LUXASIA Group is excited to embark on this strategic partnership with SAFILO, which has an established and illustrious history in premium eyewear. The distribution and development of SAFILO’s portfolio of leading brands in Taiwan is in tandem with LUXASIA’s expansion into the luxury lifestyle sector of the region. Thanks to its omni-channel distribution and deep local knowledge, LUXASIA will advance SAFILO’s presence in this market and enable customers to access its internationally-recognized and trendsetting designs. The dynamic distribution of its premium offerings will catalyse SAFILO’s presence in the region,” says Wolfgang Baier, Group CEO of LUXASIA.

**About Safilo**

Safilo 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 superior craftsmanship expertise dating back to 1878. With an extensive wholly owned global distribution network in 40 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, Banana Republic, Bobbi Brown, BOSS, BOSS Orange, Elie Saab, Fossil, Givenchy, havaianas, Jack Spade, Jimmy Choo, Juicy Couture, kate spade new york, Liz Claiborne, Love Moschino, Marc Jacobs, Max Mara, Max&Co., Moschino, Pierre Cardin, rag&bone, Saks Fifth Avenue, Swatch, and Tommy Hilfiger.

Listed on the Italian Stock Exchange (ISIN code IT0004604762, Bloomberg SFL.IM, Reuters SFLG.MI), in 2016 Safilo recorded net revenues for Euro 1,253 million.

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