

Press release



B O B B I B R O W N

SAFILO SIGNS LICENSING AGREEMENT FOR EYEWEAR WITH BOBBI BROWN

Padua, February 11, 2013 – Safilo Group, worldwide leader in the premium eyewear sector, and Bobbi Brown, the iconic cosmetics company owned by Estée Lauder and founded by the world renowned makeup artist and entrepreneur Bobbi Brown, announce their worldwide licensing agreement for the design, manufacture and distribution of optical frames and sunglass collections.

“I am excited to embark on this new journey with Safilo. I believe that makeup is a way for women to feel and look like themselves, only prettier and more confident,” said Bobbi Brown, Founder and Chief Creative Officer of Bobbi Brown Cosmetics. “As a makeup artist, I have looked at women’s faces for over 20 years and believe that my beauty expertise will translate naturally into eyewear, identifying the best silhouettes and colors for a woman’s face shape, skin tone, and lifestyle. This is a new, innovative approach to interpreting eyewear.”

“We are very pleased to announce this new partnership with Bobbi Brown, a makeup industry maverick who believes that beauty isn’t about looking perfect, but about celebrating a woman’s individuality,” said Roberto Vedovotto, CEO of the Safilo Group. “We want to replicate the huge success Estée Lauder is having with this brand by translating into her new eyewear collection a modern but classical feel designed to enhance a woman’s own innate beauty.”

The agreement will run until December 31, 2018, with the first collection of optical frames and sunglasses launching in Spring 2014.

About Safilo Group

The Safilo Group is worldwide leader in the premium eyewear sector for sunglasses, optical frames and sports eyewear. With an international presence through 30 owned subsidiaries in primary markets – in America, Europe and Asia – and exclusive distributors, Safilo produces and distributes its house brands – Safilo, Carrera, Polaroid, Smith Optics, Oxydo – and the licensed brands Alexander McQueen, Banana Republic, BOSS, BOSS Orange, Bottega Veneta, Céline, Dior, Fossil, 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., Pierre Cardin, Saint Laurent, Saks Fifth Avenue and Tommy Hilfiger. For further information www.safilo.com

About Bobbi Brown

In 1991, Bobbi Brown launched 10 brown-based lipstick shades created to fill a void in the market of simple, flattering and wearable makeup called Bobbi Brown Essentials. Bobbi’s unique approach to cosmetics caught the attention of cosmetics empire Estée Lauder Companies, which acquired Bobbi Brown Cosmetics in 1995. Today, with a presence in more than 1000 doors in 60 countries and 28 free-standing stores, Bobbi Brown Cosmetics has expanded beyond lipstick to a full range of color cosmetics, fragrance and skincare. Bobbi Brown retains creative control of the brand as CCO and remains one of the world’s most celebrated makeup artists.

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