



**THE SAFILO GROUP MAKES NEWS AT MIDO 2013:
LATEST INNOVATIONS INCLUDE AVANTEK TECHNOLOGY
AND ULTRASIGHT™ PLUS POLARIZED LENSES**

Pavilion 13 – stand M01-002

Padua, February 26, 2013 – Safilo, world-wide leader in high quality eyewear, confirms its presence at the 2013 MIDO exhibition, the world's largest and most prestigious optical fair, which will be held between March 2-4, 2013 at Fieramilano (Rho). The Group's stand will be located in Pavilion 13, in the Fashion District, which is dedicated to the leading players in the global eyewear industry.

This year's event will once again not only showcase a multitude of the latest up and coming fashion trends, shapes, colours and details, but it will also focus on research and innovation.

Research and innovation

Research is the key word for the new eyewear proposals, which combine maximum comfort with an avant-garde design. First of all, the "**Avantek**" technology with its new, revolutionary stress and distortion-free lens mounting system developed by the US-based Avantek Eyewear and used first by the Safilo Group for the new Boss and Safilo eyewear collections. Thanks to this innovative system, there are no perforations in the lenses and therefore no risk of visual distortion or deformation: a new concept for the design of rimless 'glasant' optical frames.

But there is more to come. The Polaroid Plus Collection, dedicated to eyewear enthusiasts seeking a unique, sophisticated style as well as utmost performance, will also be presented at the Fair. Thanks to the innovative **UltraSight™ Plus lenses**, the evolution of polarized lenses, these new proposals provide maximum eye protection, absolute comfort and perfect vision.

Finally, **titanium**, an ultra-light, hypoallergenic material which ensures maximum comfort and lightweight frames, will play a starring role in the new Hugo collections.

Shapes

The new Safilo eyewear collections feature a wide range of silhouettes, which include the captivating large and small **cat-eye** or butterfly shapes, inspired by the '50s but in contemporary colours. The retro-inspired **round-shaped** models have an essential, minimalist design reminiscent of the '40s, yet with a new twist. The **square-shaped** proposals feature large silhouettes that evoke the fashion of the '60s or '80s and come in opal or shaded nuances and are the utmost expression of a cool, contemporary style. Finally, the irresistible, timeless and unforgettable **pilot** shape is presented in new ultra-lightweight metal, aviator-shaped versions with shaded or mirrored lenses.

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Colours

The collections for the new season propose a wide range of shades and brand new colour combinations.

With their unique interplay of black and white that captures the **Optical Art** spirit of the '60s and their **fluorescent** shades that recall the '80s and pop culture, the new collections are designed for people who are not afraid to show off their daring, personal style.

The new models combine also the ever-present **pastel nuances**. These delicate, natural hues evoke a soft, *bon-ton* allure, revisited with metal effects or exciting new transparent colours. The **wild side** collection, however, takes life with its animalier patterns and spotted prints. **Colour-blocking** is one of the hottest trends for the next season, expressing the art of “mixing & matching” in an original, truly unique way that catches the eye with vibrant colour combinations. Last but certainly not least, the '80s-inspired **mirrored lenses** brighten up the new creations. These must-have sunglasses hide the eyes with their mirror effect and feature vibrant, bold nuances.

Past inspirations inspiring the future

Many of the new eyewear proposals have drawn inspiration from the different historical archives or from vintage ideas and have been revisited with contemporary details. This inter play between past and present captures the **retro-glam** of these creations.

The most sought-after, exclusive models are inspired by an **avant-garde** concept and stand out for their innovative design, ultra-slim profiles, ultra-lightweight feel and unique stylistic details.

Iconic details

The new glasses reflect the brands' stylistic heritage and are a contemporary take on the iconic models that made history: the Gucci collection of sunglasses and optical frames features the House's signature “**diamond**” texture, now presented in a new **glittering** version, as well as the brand's unique **anchor chain-like** element and timeless bamboo and “**Guccissima**” leather details; Dior's distinctive “**cannage**” decoration adorns the brand's new eyewear proposals; the iconic **wavy temples** of Carrera's sunglasses look to the past, with their '90s-inspired style; Bottega Veneta's legendary *intrecciato* motif is now reinterpreted as a sophisticated leather insert on the brand's special edition sunglasses; the new Max Mara and Alexander McQueen sun proposals are embellished with **details inspired by the brands' legendary bags**; **metal stars** decorate Jimmy Choo's new sunglasses and optical frames, while iconic metal **ribbons** add a glamorous touch to Max&Co.'s new creations.

Collections

Carrera

Carrera's new eyewear collection regenerates the brand's stylistic heritage with a contemporary flair. It reinterprets iconic themes of the past, such as the teardrop shape, enriched with new distinctive details, such as the unmistakable wavy temples, giving a unique, timeless style. The original "Victory C® Logo" is the symbol of the collection, while bright nuances and edgy colour contrasts give a trendy, dynamic appeal to the models.

Polaroid

The exclusive Polaroid Plus Collection, which made its debut last December at a prestigious event that was held at the MoMa Museum in New York, rediscovers its original look: minimalist and urban, with pure lines and regular shapes for a unique design, characterized by the iconic metal "P". Designed for eyewear enthusiasts seeking a unique, sophisticated style as well as outstanding glare-free vision, Polaroid Plus sunglasses provide utmost eye protection from UV rays, reduction of eye fatigue and elimination of glare. Polaroid is always at the forefront of eyewear technology: from its origins, when Polaroid founder Land invented the polarized lenses, to the present day, with the new UltraSight™ Plus lenses, the evolution of the polarized lenses. All the Polaroid Plus proposals have these new glue-free lenses, ensuring clear, perfect vision.

Bottega Veneta

For the next season, the House presents its special edition sunglasses: an exclusive, unique "Made in Italy" item, skilfully made from the finest materials. This model is the perfect blend of skilful craftsmanship, utmost functionality and timeless design: a sophisticated Napa leather detail embellished with Bottega Veneta's iconic *intrecciato* pattern is discreetly wrapped around the initial part of the temples.

Dior

Perfectly combining a futuristic design with an undeniably feminine appeal, the new Dior sunglasses are the utmost expression of Raf Simons' avant-garde couture inspirations: "freedom" is his key word. Sophisticated metal and transparent materials blend together, forming soft lines and gentle volumes, where pastel tones sit alongside vibrant hues to create an eye-catching interplay between symmetry and asymmetry.

The Dior Homme collection, however, presents innovative ultra-flat, ultra-lightweight acetate sunglasses and optical frames with a titanium core. The new ultra-slim acetate models are skilfully hand-made in specialized laboratories in Japan and are the perfect combination of cutting-edge technology and Japanese expertise and passion for craftsmanship.

Gucci

The new "Diamond Glitter" sunglasses and optical frames are a modern twist on the House's iconic glittering "Diamante" texture, which is tied to Gucci's legacy and dates back to the 1930s. A thin sheet of glittering silk inside the frame lends a sparkling allure to the new models in Optyl, while the legendary "Diamante" pattern defines the brand's stylistic identity.

The men's proposals include the timeless, retro-inspired clip-on glasses that hit the catwalk at Gucci's Spring/Summer 2013 show. This sophisticated model is adorned with precious details, such

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as the key bridge and the gold metal clip-on, and features light blue, yellow, grey/green, dark grey and brown lenses.

For Spring/Summer 2013, Gucci also presents its “Real Bamboo” sunglasses, a new glamorous reinterpretation of the iconic motif of the brand from Florence. The two models have a ‘70s-inspired pilot-shaped metal frame embellished with bamboo details and made by expert artisans in Gucci’s Florentine workshops.

Jimmy Choo

The Jimmy Choo eyewear collection for Spring/Summer 2013 celebrates the brand’s luxury spirit. The new 1980s-inspired, square-shaped acetate sunglasses and optical frames are emblazoned with metal stars on the temples, which add a lively, glamorous, rock’n’roll touch to the collection.

Marc Jacobs

The Marc Jacobs “Resort 2013” eyewear collection presents its new women and men’s sunglasses with a vintage-chic personality. The bold geometric, square shapes or round silhouettes and thick volumes for these models feature sophisticated colour contrasts between translucent nuances, pearled tones and natural Havana hues.

The unmistakable, ultra-glamorous look of the iconic glasses that played a starring role on the catwalk at the Autumn/Winter fashion show is back in the spotlight: now presented in a new, easy-to-wear version for the next season and illuminated with a dazzling crystal on the temple tips.

Marc By Marc Jacobs

The new Marc by Marc Jacobs eyewear proposals for Spring/Summer 2013 find their roots in the urban street style revisited with ultra-colourful fluorescent notes. The new sunglasses and optical frames draw inspiration from the brand’s latest handbag and accessories collection, featuring a stunning interaction between transparent materials and fluorescent touches of colour, perfectly embodying the fashion of the ‘80s.

The new collection includes the “Dots & Stripes” models, which celebrate the brand’s legendary patterns of polka dots and vertical stripes, for a lively, glamorous style. The bold hues of the stripes and iconic dots stand out on the contrasting transparent “jelly-effect” tones, in line with the colour palette of Marc by Marc Jacobs’ prêt-à-porter collection.

The brand also presents its exclusive, inspirational 'sporty' collection with its new original, fluorescent, soft-to-the-touch rubber details.

Max Mara

For Spring/Summer 2013, the House presents an eyewear capsule collection in an elegant, timeless style, dedicated to Max Mara’s iconic Hollywood bag. The classic silhouette, decorated with a metallic detail makes an explicit reference to the buckle on the brand’s Hollywood bag, and is a must-have accessory for the contemporary and sophisticated Max Mara woman.

Pierre Cardin

For Spring/Summer 2013, Pierre Cardin draws inspiration from the House’s historical archives, celebrating its timeless, evergreen style by reinterpreting its cult models. The designer has selected some of his 1960’s creations to relive the magic and glamour of La Dolce Vita, in which Mr. Cardin played a key role: two pairs of sunglasses and two optical frames that bring the unmistakable ‘60s to the forefront of fashion, highlighted by vibrant mélange tones of red, blue and green.

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Saint Laurent

The new SS2013 eyewear collection expresses the brand's new identity: sophisticated, minimalist, unisex. Yves Saint Laurent rediscovers its original essence and timeless spirit. The new models perfectly combine skilfully handcrafted elements with great attention to detail, and come in a sophisticated colour palette featuring tones of black, white and natural Havana nuances, as well as opal shades and a unique combination of gold and silver.

Tommy Hilfiger

New entries in this year's eyewear collection include the brand's first folding sunglasses: a versatile and innovative model featuring colour-blocking and edgy contrasting effects, as well as hinge joints on the front and temples, which allow for the sunglasses to be folded to a small compact size. The brand also presents its "Preppy Denim" unisex sunglasses, adorned with a denim blue or canvas detail on the temples.

Safilo Group

The Safilo Group is a leading brand in the premium eyewear sector for sunglasses, optical frames and sports eyewear. With an international presence through 30 company owned subsidiaries in primary markets – in the US, Europe and Asia – and through exclusive distributors, Safilo produces and distributes its house brands – Safilo, Carrera, Polaroid, Smith Optics, Oxydo – and the licensed brands Alexander McQueen, Banana Republic, Bobbi Brown (starting spring 2014), 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

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