



**A FORWARD VISION FOR EYEWEAR HERITAGE
THE FINALISTS' PROJECTS EXHIBITED
AT THE SAFILO SHOWROOM 22nd-27th FEBRUARY**

Milan, 10 February 2017 – Launched in early 2016, 'A Forward Vision for Eyewear Heritage' is the first tutoring and mentoring project in the eyewear world, signed by Safilo and powered by L'Uomo Vogue.

An ambitious and unique project, this contest – the first of its kind in the industry – embodies two of the company's core values: curiosity for eyewear, to be reinvented and innovated with an eye to the future while bearing in mind tradition and craftsmanship, and a strong desire to pass on to future generations Safilo's deep know-how and unique tradition in the eyewear world.

Eight finalists selected from students, graduates and designers, have reinvented with originality their eyewear through a creative project that combines heritage and innovation.

Three categories and three prizes to be awarded: the Masterpiece Award, for the most spectacular and artistic eyewear product that will be produced as a single piece; the Capsule Collection Award, for the production of a pair of glasses that will be distributed as a limited edition by Safilo; the Product School award, which foresees a three-year apprenticeship program for the winners with Safilo to acquire experience and knowledge in all areas of eyewear.

In occasion of the MIDO eyewear trade fair and in conjunction with the Milan Women's Fashion Week, the finalists' projects will be exhibited at Safilo's showroom: eight original creations with a strong aesthetic component and a perfect balance between past and future.

The exhibition will be open to visitors from 22nd to 27th February, from 9:00 to 18:00 at Safilo's Showroom (Via Manzoni 38, Milan).

On Saturday 25th February there will be a special opening from 18.00 to 20.30 in the presence of Luisa Delgado, CEO of Safilo, Vladimiro Baldin, Safilo's Chief Product Design & Creation Officer and Marcel Wanders, honorary member of the panel of judges.

About Safilo Group

Safilo Group 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 39 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, Céline, Elie Saab, Fossil, Givenchy, havaianas, Jack Spade, Jimmy Choo, Juicy Couture, kate spade new york, Liz Claiborne, Marc Jacobs, Max Mara, Max&Co., Pierre Cardin, 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 1,252 million.

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