



kate spade
NEW YORK

**SAFILO AND KATE SPADE NEW YORK ANNOUNCE THE EARLY RENEWAL OF THEIR
MULTI-YEAR EYEWEAR LICENSE AGREEMENT**

Padua/New York, March 22, 2019 – Safilo, a worldwide leader in the design, manufacturing and distribution of eyewear, and Kate Spade New York, the world-renowned life and style brand, jointly announce the anticipated renewal of their global eyewear licensing agreement for the exclusive design, manufacturing and worldwide distribution of Kate Spade New York branded sunglasses and optical collections. The agreement will now run until June 30, 2026.

“The long-standing relationship with Kate Spade, which began back in 2000, is a success story which has seen the growth and expansion of the brand in the eyewear sector, making it today a leader in the high contemporary consumer segment, especially in North America which represents the largest market for the brand’s eyewear. The collections are very well appreciated by our customers as demonstrated by the increasingly positive business it is generating both with optical and sun frames,” comments Angelo Trocchia, CEO of Safilo Group. “The strong results achieved over the years with Kate Spade’s eyewear collections and the brand’s significant potential in the US as well as in other markets including Asia, represent a further opportunity for us to grow the business in our strategic Contemporary and Premium segments.”

“We are thrilled to continue our long-term partnership with Safilo for Kate Spade New York eyewear,” says Anna Bakst, CEO and Brand President of Kate Spade New York. “Eyewear is emotional... A person often wears eyewear to express their style and mood. By renewing our Safilo partnership, given their rich heritage and expertise in the eyewear market, we look forward to continuing to provide our customers with exciting and innovative eyewear choices.”

About Safilo Group

Safilo Group is a worldwide leader in the design, manufacturing and distribution of sunglasses, optical frames, sports eyewear and products. Thanks to strong craftsmanship expertise dating back to 1878, Safilo translates its design projects into high-quality products created according to the Italian tradition. With an extensive wholly owned network of subsidiaries in 40 countries – in North and Latin America, Europe, Middle East and Africa, and Asia Pacific and China – and more than 50 distribution partners in key markets, Safilo is committed to quality distribution of its products in nearly 100,000 selected points of sale all over the world. Safilo’s portfolio encompasses: own core brands Carrera, Polaroid, Smith, Safilo, Oxydo, and licensed brands: Dior, Dior Homme, Fendi, Banana Republic, BOSS, Elie Saab, Fossil, Givenchy, havaianas, HUGO, Jimmy Choo, Juicy Couture, kate spade new york, Liz Claiborne, Love Moschino, Marc Jacobs, Max Mara, Max&Co., Moschino, Pierre Cardin, rag&bone, Rebecca Minkoff, Saks Fifth Avenue, Swatch, and Tommy Hilfiger.

Listed on the Italian Stock Exchange (ISIN code IT0004604762, Bloomberg SFL.IM, Reuters SFLG.MI), in 2018 Safilo recorded net revenues for Euro 962.9 million.

About Kate Spade New York

Since its launch in 1993 with a collection of six essential handbags, Kate Spade New York has always stood for optimistic femininity. Today, the brand is a global life and style house with handbags, ready-to-wear, jewelry, footwear, gifts, home décor and more. Polished ease, thoughtful details and a modern, sophisticated use of color—Kate Spade New York’s founding principles define a unique style synonymous with joy. Under the vision of creative director Nicola Glass, the brand continues to celebrate confident women with a youthful spirit. Kate Spade New York is part of the Tapestry house of brands.

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