



SAFILO AND HUGO BOSS RENEW EYEWEAR LICENSE AGREEMENT

Padua/Metzingen, August 30, 2019 – Safilo Group, a worldwide leader in the design, manufacturing and distribution of eyewear, and HUGO BOSS, one of the leading fashion houses in the upper premium segment of the global apparel market, announce the renewal of the license agreement for BOSS and HUGO optical and sunglass collections until 31 December 2025.

Angelo Trocchia, CEO of Safilo Group, commented: “This renewal builds on the strength of a trustful and long-lasting business partnership. The BOSS and HUGO collections further reinforce our premium fashion proposition, giving us the opportunity to accelerate this segment’s expansion by offering to our customers two powerful brands with extremely clear and relevant positionings aimed at differing consumer targets and geographies, with products that translate the quality and style of the BOSS and HUGO brands.”

“We are delighted to continue our partnership in the eyewear category with Safilo. Over the years, Safilo has demonstrated that they understand our brand DNA perfectly, translating our values into a product which truly represents us,” says CBO Ingo Wilts. “Safilo has the scale and the capabilities to implement our strategic vision to continually add value to our brands also through product categories such as eyewear, both optical and sun, which continue to gain importance as a fashion accessory especially in the digital world where we can count on our very engaged, digital-savvy global community.”

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.

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