



SAFILO GROUP AND JUICY COUTURE RENEW EYEWEAR LICENSING AGREEMENT

Padova, May 26, 2010 – Safilo Group, worldwide leader in the premium eyewear sector, and Juicy Couture, one of the world’s most dominant lifestyle brands for women and girls, have renewed the licensing agreement granting Safilo the worldwide right to design, manufacture and distribute optical frames sunglasses and related eyewear products for the Juicy Couture brand.

The multi-year agreement and additional five-year renewal option covers optical frames, sunglasses and certain other eyewear products for women and girls branded with the JUICY COUTURE® and JUICY® trademarks and extends a worldwide partnership originally forged in 2005. Juicy Couture has a proven track record in many countries where ready-to-wear consumers appreciate a complete lifestyle offering, including accessories.

“We are very pleased to continue our relationship with one of the world's leading lifestyle brands,” said Roberto Vedovotto CEO of Safilo Group. “This license agreement with one of the fastest growing brands in the fashion industry is a perfect fit with our brand portfolio and it provides us with an opportunity to further develop the eyewear collection of this modern and internationally recognized brand.”

“We are thrilled to build on the success of our partnership with Safilo, which began five years ago,” said Edgar Huber, President of Juicy Couture. “Safilo’s global strength makes them the right partner to take Juicy Couture’s business to the next level of growth. We look forward to continuing our relationship and introducing innovative eyewear fashions that will delight Juicy Couture customers across the world.”

Feminine, chic, and playful, Juicy Couture’s glasses, sunglasses and related eyewear products have won over discerning fashionistas internationally. During any given season, the Juicy Couture assortment may include fashionable silhouettes and an array of frames that range in colors from modern, dark tones and stylish tortoise shell to buttercup-yellow and neon pink. Juicy Couture eyewear is known for its touch of whimsy, often featuring playful heart shapes, peace symbols and Swarovski crystal detailing.

About Safilo

The Safilo Group is worldwide leader in the premium eyewear sector and maintains a leadership position in the prescription, sunglasses, fashion and sports eyewear sectors. Present in the international market through exclusive distributors and 32 subsidiaries in primary markets (U.S.A., Europe and Far East). The main proprietary branded collections distributed are: Safilo, Carrera, Smith Optics, Oxydo, Blue Bay, and the licensed branded collections are: Alexander McQueen, A/X Armani Exchange, Balenciaga, Banana Republic, Bottega Veneta, BOSS by Hugo Boss, Diesel, 55DSL, Dior, Emporio Armani, Fossil, Giorgio Armani, Gucci, HUGO by Hugo Boss, J.Lo by Jennifer Lopez, Jimmy Choo, Juicy Couture, Kate Spade, Liz Claiborne, Marc Jacobs, Marc by Marc Jacobs, Max Mara, Max&Co., Nine West, Pierre Cardin, Saks Fifth Avenue, Valentino, Yves Saint Laurent and, starting from Fall 2010, Tommy Hilfiger.

This press release is also available on the website www.safilo.com.

About Juicy Couture

Juicy Couture is the world’s most irreverent, fun, and on-trend lifestyle brand for women and girls of all ages. Whimsical, confident, and feminine with an edge, Juicy Couture was founded in Los Angeles by two fashion-obsessed best friends. Known for making the track suit an icon of casual luxury, today Juicy Couture is a global phenomenon with an assortment that spans fashion apparel, handbags, jewelry, fragrance, eyewear, shoes, intimates, swimwear, yoga and baby. Juicy’s newest collection, Bird by Juicy Couture, is an elevated assortment that meshes street-wear-chic with pedigreed luxury to create the quintessential wardrobe for the modern, downtown muse. Juicy Couture is available in the United States through approximately 100 Juicy Couture and Juicy Couture Outlet stores, in select department stores, and online at JuicyCouture.com. The world of Juicy is expanding at an unprecedented pace, and Juicy Couture is currently available in approximately 60 countries through both freestanding and shop-in-shop retail destinations in the UK, EU, Middle East, and Asia.

Press Release

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