



SAFILO ANNOUNCES THE NEW LICENSE AGREEMENT FOR THE RAG & BONE EYEWEAR COLLECTIONS UNTIL 2022

Padua/New York, October 27, 2016 – – Safilo Group, the fully integrated Italian eyewear creator, manufacturer and distributor of quality and trust, announces a new license agreement for the design, manufacturing and worldwide distribution of the rag & bone collections of sunglasses and optical frames. The agreement will run for five years starting from January 2018 until December 31, 2022.

“With rag & bone we add a directional brand to our growing designer portfolio that benefits from an interesting market shift towards new, trendy and experimental brands. The brand speaks to a very precise target through its distinguishing combination of British understated heritage and modern edgy New York inspired design, and commitment to impeccable craftsmanship from the finest materials. Thanks to our recently established New York based design studio, we are able to capture with precision such new directional design, and cross fertilize it across our worldwide design studio network,” comments Luisa Delgado, CEO of Safilo. “This license thus opens different new business growth opportunities, especially in the US and the UK. It is consistent with our strategy to diversify across segments capturing growth spaces, innovate through trend setting brands, and leverage our leading product and distribution capabilities accordingly.”

“We’re incredibly proud to partner with Safilo to bring rag & bone eyewear to life. An emphasis on quality and an attention to detail have always been deeply ingrained in rag & bone’s DNA, and Safilo follows that same philosophy,” commented Marcus Wainwright, rag & bone’s CEO, Founder and Creative Director. “Both of us share a dedication to expert craftsmanship and a history of working with some of the most supremely skilled manufacturers.”

Rag & bone collections will cover both men's and women's ranges and will be distributed in all rag & bone directly operated stores, e-commerce site at www.rag-bone.com, boutiques, department stores and the best optical stores worldwide.

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 a 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, Gucci, Banana Republic, Bobbi Brown, BOSS, BOSS Orange, Céline, Elie Saab, Fossil, Givenchy, havaianas, Jack Spade, Jimmy Choo, Juicy Couture, Kate Spade, 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 2015 Safilo recorded net revenues for Euro 1,279 million.

Contacts:

Safilo Group Investor Relations

Barbara Ferrante
Ph. +39 049 6985766
<http://investors-en.safilogroup.com>

Safilo Group Press Office

Antonella Leoni
Milan – Ph. +39 02 77807607
Padua – Ph. +39 049 69860

About rag&bone

Since its origins in New York in 2002, rag & bone instantaneously established itself as a critical and commercial success in the international fashion world. Combining English heritage with directional design, rag & bone has become synonymous with innately wearable clothing that has an edgy yet understated New York aesthetic.

rag & bone offers a full range of men's and women's ready to wear, /JEAN, accessories and footwear collections. rag & bone operates 35 stores worldwide and is also available in boutiques and department stores in over 53 countries.

www.rag-bone.com