



SAFILO ANNOUNCES THE 2015 LAUNCH OF ITS PRODUCT SCHOOL, AN INDUSTRY LEADING EYEWEAR APPRENTICESHIP PROGRAM

Padua, September 5 2014 - Safilo Group, the fully integrated Italian eyewear creator and worldwide distributor of quality and trust, is proud to announce the launch of its Product School offering 3 year Apprenticeships to up to 10 young professionals every year, starting from 2015.

On the occasion of its institutional 80th anniversary, Safilo recalls the importance of its product creation, design, development, and manufacturing capabilities, and its historical reputation of offering the very best of Italian tradition through eyewear apprenticeships dating back as far as 1878. High quality eyewear craftsmanship at the heart of modern globally integrated quality business management is core to Safilo's strategy aimed at long term sustainable profitable growth.

Safilo announces, therefore, the establishment of the "Safilo Product School" to give young apprentices starting their professional lives the opportunity to build foundational mastery across all Product functions, and then begin Safilo's career path to form the new generations of Eyewear Product Directors.

Entry into the program based on selection is open to talents coming from technical institutes or universities, and builds on international apprenticeship best practice combining on-the-job learning and job rotation including an international assignment in Safilo's worldwide operations, coaching by experienced Safilo managers and experts, and regular classroom training.

The focus is on Product Creation, i.e. from design to product development, from prototyping to manufacturing, materials, quality, pricing, and product concept selling. Safilo's values – quality, durability, and timeless design – together with its unique technological innovation, that changed the history of the eyewear industry and that have been present from the very beginning in the collection of glasses bearing the company's name, will be the basis on which the courses will be built. Additionally, the program also covers the development of managerial skills and behavioral competencies, inspired by Safilo's way of doing business guided by the company's Values and Principles, as just renewed for its 80th Anniversary.

The formal training will be administered in collaboration with national and international partners, i.e. Universities, Technical and Optical Product Certification Institutes, and Safilo's customer and supplier network, supplemented by its own global management team.

The School will enhance the legacy of Safilo's Calalzo di Cadore site, the Company's first establishment that today hosts more than three thousand pieces of eyewear belonging to the company's museum, and a unique worldwide archive of over 250,000 pairs of eyewear from the late 19th century to today. Safilo's heritage in product creation and development dates back to 1878, when the very first production site was established, and afterwards was acquired (in 1934) to become the modern Safilo in today's incorporation.

"The Product School reflects our commitment to eyewear product craftsmanship and innovation, and our commitment to its future. With it, we combine our past product tradition with masterful innovation forward, that future generations will create when given the opportunity to learn", commented Luisa Delgado, CEO of Safilo Group. "We aspire to give a sustainable contribution to the youth, our industry and region, reaching beyond our own company".

The Safilo Product School counts on the support of its prestigious License partners, who will play an active role in qualifying the apprentices at the end of the program. One special award has already been confirmed, sponsored by Dior, the prestigious French Maison of highest selective standards, and long standing partner of Safilo.

Sidney Toledano, President and CEO of Christian Dior Couture, commented: "Dior stands for highest standards of Product quality, with craftsmanship, research and innovation at the heart. Safilo's Product School reflects our shared commitment in building such skills and values for future generations, and we are delighted to support Safilo as our partner of choice".

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. Internationally present through 30 owned subsidiaries and exclusive distributors in key markets – in North and Latin America, Europe, Middle East and Africa, and Asia Pacific and China – Safilo is committed to quality distribution in over 130 countries around the world. Safilo's portfolio encompasses proprietary brands – Carrera, Polaroid, Smith Optics, Safilo and Oxydo – and licensed brands Dior, Fendi, Gucci, Alexander McQueen, Banana Republic, Bobbi Brown, BOSS, BOSS Orange, Bottega Veneta, Céline, Fossil, HUGO, J.Lo by Jennifer Lopez, Jack Spade, Jimmy Choo, Juicy Couture, Kate Spade, Liz Claiborne, Marc Jacobs, Marc by Marc Jacobs, Max Mara, Max&Co., Pierre Cardin, Saint Laurent, Saks Fifth Avenue and Tommy Hilfiger.

Listed on the Italian Stock Exchange (ISIN code IT0004604762, Bloomberg SFL.IM, Reuters SFLG.MI), in 2013 Safilo recorded net revenues for more than Euro 1,1 billion.

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