

Safilo And David Beckham Announce 10-Year Eyewear License Agreement

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Safilo Group, a worldwide leader in the design, manufacturing and distribution of eyewear, and global icon David Beckham, today announce a global ten-year agreement for the eponymous license for sunglasses and prescription glasses. The first David Beckham eyewear collection will launch in January 2020.

'Safilo has a long history of creating high quality eyewear brands. I wear sunglasses all the time and this is a category that I love. So, it's important to me to work with a partner who cares as much about the design and craftsmanship of the product as I do,' said David Beckham. 'I'm really enjoying the process of creating a collection with the Safilo team - and I can't wait to launch it next year.'

'It is a great honour for me to welcome to our portfolio this brand that carries the name of one of the most famous and successful players in the world,' said Angelo Trocchia, CEO of Safilo Group. 'With this ten-year license, Safilo is set to create a top global male brand in the premium segment, complementary to the other prestigious men's brands already present in our portfolio, working in synergy with the extraordinary power of David's global audiences to further strengthen the presence of Safilo in the digital universe.'

About Safilo Group

Safilo Group is 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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