

Press release



SAFILO GROUP AT MIDO 2011
Hall 13 – stand M01-P02

Padua, 2nd February 2011 – Safilo will again be taking part on a corporate level at the next Mido show, to be staged in the halls of Fieramilano Rho from 4th to 6th March 2011, with a completely renovated and high impact stand dedicated to all of the Group's collections.

A design area, an original show concept distinguished by large and bright environments, consistent with the Group's corporate image, will accommodate the numerous visitors and customers taking part in the event.

Pure lines, minimal design, transparent and bright materials express on the one hand the contemporary luxury that distinguishes Safilo creations, while on the other making this eyewear the undisputed protagonist of the show area. The stand is split into a show area, a real emotional route with panels dedicated to the flagship models of all the Safilo collections; a workstation area and a large lounge area ideal for talking business.

The Safilo stand (M01-P02) will be located inside Hall 13, in the main Fashion District plaza dedicated to the lead players of the global eyewear manufacturing industry.

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, Boss Orange, 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, Tommy Hilfiger, Valentino, Yves Saint Laurent.

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