



JIMMY CHOO

“Carrera by Jimmy Choo” Eyewear Capsule Collection Announced

London, 18th April 2013 – Carrera, a leading brand of Safilo Group and the iconic luxury fashion brand Jimmy Choo are proud to announce an agreement for the design, production and distribution of an exclusive capsule collection of Carrera by Jimmy Choo sunglasses.

The collection will blend the eyewear expertise and bold attitude of Carrera with the epitome of style and glamour which is Jimmy Choo in a range of unique models combining high performance in a fashion forward aesthetic.

“We are extremely excited about this partnership which we know will result in the creation of an exceptional product,” said Pierre Denis, CEO of Jimmy Choo. “The Carrera brand, since its creation in 1956, has forged a unique position in the eyewear sector and is recognized for being both innovative and adventurous. We are proud to associate Jimmy Choo with Carrera in this limited collection of eyewear.”

“The aspirational nature of all Jimmy Choo products confirms its position as one of the leading luxury accessory brands in the world. It embodies the essential elements that women aspire to: empowered glamour which is a bit rebellious,” commented Roberto Vedovotto, CEO of Safilo Group. “The Carrera by Jimmy Choo collection will represent the perfect union of these elements with the determination and boldness of Carrera.”

Safilo Group

The Safilo Group is worldwide leader in the premium eyewear sector for sunglasses, optical frames and sports eyewear. With an international presence through 30 owned subsidiaries in primary markets – in America, Europe and Asia – and exclusive distributors, Safilo produces and distributes its house brands – Safilo, Carrera, Polaroid, Smith Optics, Oxydo – and the licensed brands Alexander McQueen, Banana Republic, Bobbi Brown (starting from 2014), BOSS, BOSS Orange, Bottega Veneta, Céline, Dior, Fossil, Gucci, HUGO, J.Lo by Jennifer Lopez, 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. For further information www.safilo.com

Carrera

Carrera’s history dates back to 1956, when Austrian sports eyewear maker Wilhelm Anger founded the brand, drawing inspiration from the “Carrera Panamericana” road race. Originally the brand produced motorcycle goggles and ski masks, but it soon broadened its product range to include ski helmets and then entered the fashion industry with its trendsetting collections of sunglasses and optical frames.

Acquired by the Safilo Group in 1996, Carrera continues to be a successful leading international brand and a symbol of design, innovation and quality.

Jimmy Choo

Jimmy Choo is an iconic luxury fashion brand. Women's shoes remain the core of the product offer, alongside handbags, small leather goods, scarves, sunglasses, eyewear, belts, fragrance and men's shoes. With a vision to create one of the world's most treasured luxury brands, the design direction is overseen by Creative Director Sandra Choi. Part of Labelux GmbH, a privately held luxury goods group, Jimmy Choo has more than 150 stores in 32 countries and is present in the most prestigious department and specialty stores worldwide.

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