

80 YEARS
OF INNOVATION

SAFILO

Marc Newson.

**SAFILO CELEBRATES ITS 80TH ANNIVERSARY BY PRESENTING
THE EXCLUSIVE CAPSULE COLLECTION "SAFILO BY MARC NEWSON"**

Safilo celebrates its 80-year history by launching a special capsule collection created in collaboration with Marc Newson, which will be unveiled in April 2014 during the 53rd edition of the Salone del Mobile in Milan.

Founded in 1934, Safilo, the leading brand in the eyewear market and pride of the Safilo Group, pays tribute to this significant anniversary through the synergy with one of the most versatile and influential designers in the world, creating a line that perfectly combines tradition and innovation, know-how and design – the values that identify this brand.

Among the principal features that unite Safilo and Marc Newson in the project's core vision, are the primary use of state-of-the-art components, the concepts of transparency and transformation, and specifically, the reinterpretation of the past in a contemporary way through the balance between the distinctive approach of this guest-designer and the highest standard of made in Italy manufacturing guaranteed by Safilo.

In particular, the new capsule collection stems from revisiting a historical model personally chosen by Newson and resulting in **5 different variations**, through 5 specific materials and technologies, based on the original shape from the Safilo's archive. The assortment will consist of 5 optical frames and 2 sunglasses.

Respecting a precise chronological order that retraces the most important milestones and achievements of the brand's 80 years of history, each of these 5 new models is characterized by unique features and avant-garde technologies that connote the qualities of the brand. They include: the use of ultra-lightweight **Optyl** (a trademark registered by Safilo) - whether used individually or combined with the new revolutionary **Elasta 80** hinge; the application of the reinterpretation of the historical **UFO** collection (a frame formed by an ultra-thin steel wire); the use of **aluminum** and, lastly, **steel** integrated with the new hinge.

The fluid and essential silhouettes, pervaded by an almost organic feel, are further enhanced by sophisticated and luminous hues such as metallic shades in light and dark tones, royal blue and orange - the color that symbolizes the stylistic code of Marc Newson.

"Safilo celebrates 80 years of genuine passion for trendsetting eyewear. We want to share our unique story of cutting-edge Italian heritage, savoir faire, quality and innovation through an exclusive partnership with Marc Newson. Marc is one of the most eclectic and gifted creative minds of his generation. He has blended the richness of the past with the present and the future, through an exquisite capsule collection expressing an inspiring story of trust, excellence and timeless design," said Luisa Delgado, CEO of Safilo Group.

"For a designer, collaborating with such an iconic brand as Safilo, with its strong DNA and history of excellence presents an extraordinary opportunity to explore new stylistic directions, combining the heritage of the brand with a fresh and innovative perspective. I enjoy teaming up with this large professional

company that is properly industrialized and disciplined in the process of bringing the product to market, as well as a true expert in craftsmanship. At the end of the day they want the product out there as swiftly as I do,” added Marc Newson.

The capsule collection, *Safilo by Marc Newson*, will be officially presented during the Salone del Mobile, inside the Triennale di Milano, a prime destination within the city which further underlines the strong relationship that exists between Safilo and the universe of contemporary design.

Available on the market from mid of April 2014, the collection will be distributed worldwide through an exclusive network that, in addition to multi-brand concept stores and high-end international retailers, like **Colette in Paris, Corso Como 10 in Milan, Dover Street Market in London** and **Mr. Porter**, includes a selection of the best-in-class specialized opticians.



Safilo

Founded in 1934, the Safilo brand name represents an historic milestone for the Group on an international level. It combines expertise and know-how and values its tradition of technological innovation in the creation of eyeglass frames for men, women and children, where quality, functionality and comfort go hand in hand with good design.

Through this special project, which highlights the importance that the Safilo Group puts on this brand – a synonym of excellence all over the world, Safilo is offering the general public its new image. This image is aimed at a more contemporary and stronger look, without forgetting or losing those values that have made the Safilo name famous over the years: quality, comfort, reliability, durability and technological innovation. The Safilo collections use technology to its maximum: the best example is the latest revolutionary lens-mounting system “Avantek” - invented by the American company of the same name - which eliminates the need to drill holes in the lens and therefore any possible distortion of the image: a new design concept for rimless frames.

Marc Newson

Marc Newson has worked across a wide range of disciplines, creating everything from furniture and household objects to bicycles and cars, private and commercial aircraft, yachts, various architectural commissions, and signature sculptural pieces for clients across the globe.

Born in Sydney, Newson spent much of his childhood travelling in Europe and Asia. He started experimenting with furniture design as a student and, after graduation, was awarded a grant from the Australian Crafts Council with which he staged his first exhibition - featuring the Lockheed Lounge – a piece that has now, twenty years later, set three consecutive world records at auction.

Newson has lived and worked in Tokyo, Paris, and London where he is now based, and he continues to travel widely.

Marc Newson was included in Time magazine’s 100 Most Influential People in the World and has received numerous awards and distinctions. He was appointed The Royal Designer for Industry in the UK, received an honorary doctorate from Sydney University, holds Adjunct Professorships at Sydney College of the Arts and Hong Kong Polytechnic University, and most recently was commended with a CBE by Her Majesty Queen Elizabeth II. His work is present in many major museum collections, including the MoMA in New York, London’s Design Museum, the Victoria & Albert Museum, the Centre Georges Pompidou and the Vitra Design Museum. Having set numerous records at auction, Newson’s work now accounts for almost 25% of the total contemporary design art market.

About 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, BOSS, BOSS Orange, Bottega Veneta, Céline, Dior, Fendi, 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

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