



PRESS RELEASE

SAFILO GROUP PRESENTS THE FIRST EYEWEAR COLLECTION OF MARC by MARC JACOBS

Padua, 24 July 2006 – Safilo Group, worldwide leader in high range and luxury eyewear, presents the prestigious range of Marc by Marc Jacobs sunglasses for the first time on the market.

The new collection, which follows little more than a year after the launch of the Marc Jacobs collection, strengthens Safilo's leadership further and consolidates the company's relation with the LVMH Group.

The Marc by Marc Jacobs collection, which is made up of a complete range of sunglass models produced in acetate and metal, is aimed at a young target that seeks fashion's most up-to-date tendencies.

The styles capture vintage elements reinterpreting them in a modern and elegant style with the exclusive design details that are typical of the American stylist, such as the "jumbled logo" which characterises Marc by Marc Jacobs accessories.

The renown of the Marc Jacobs and Marc by Marc Jacobs brands in the United States and the ever increasing approval of the public will contribute to the success of this new collection which, even in the first year, is foreseen to represent 10% of the sales produced from Safilo's collections in the important department store market in the United States.

The Marc by Marc Jacobs collection, which will be distributed from October 2006 in the United States and then extended within a year to the rest of the world, will be subsequently completed with a range of prescription frames.

The Safilo Group is leader in premium eyewear and in a leadership position in the sector of prescription, sunglasses, fashion and sports eyewear.

Present on the international market through exclusive distributors and 28 subsidiaries in the principal countries (in U.S.A., Europe and Far East), Safilo distributes its own brand collections Safilo, Carrera, Smith, Oxydo, Blue Bay, as well as licensed branded collections, Alexander McQueen, Bottega Veneta, Boucheron, Christian Dior, Diesel, 55DSL, Emporio Armani, Giorgio Armani, Gucci, Imatra, Marc Jacobs, Max Mara, Oliver, Pierre Cardin, Ralph Lauren, Stella McCartney, Valentino, Yves Saint Laurent. In addition the following are exclusively for the American market: Fossil, Juicy Couture, Nine West, Kate Spade, Saks Fifth Avenue, Liz Claiborne and J.Lo by Jennifer Lopez.

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This press release is also available on the web site www.safilo.com