



**MIDO 2014:
THE SAFILO GROUP PRESENTS ITS NEW EYEWEAR COLLECTIONS
A SYNTHESIS OF ITS RICH 80-YEAR HISTORY AND PERFECT SAVOIR-FAIRE**

Pavilion 13 – stand M01-002

Padua, February 2014 – Safilo, the leading international premium eyewear brand, confirms its participation in the 2014 Mido show, the world's largest and most prestigious optical fair (which will be held between March 1-3 at Fieramilano Rho). The Group's stand will be located in Pavilion 13, in the heart of the Fashion District.

2014 is a year of great achievements that marks Safilo's 80th anniversary: a history of longstanding passion, innovation and design spanning 80 years, for a company that is trusted all over the world as a byword for excellence, skilful craftsmanship and perfect savoir-faire. Safilo builds on its heritage, constantly enriching it with cutting-edge technology and an avant-garde design, yet staying true to its origins and tradition.

The Safilo Group will also be pleased to welcome visitors to its stand in Pavilion 24 of the Mido Design Lab, where OXYDO, one of its house brands, will showcase its new special capsule collection of sunglasses and optical frames in an exhibition space dedicated to the most avant-garde manufacturers in terms of experimentation and design. The new capsule collection is the result of a fruitful collaboration with multitalented Dutch artist Sigrid Calon, who is renowned worldwide for her extremely colourful graphics and geometric patterns, which can be applied to an endless variety of contexts and materials.

Safilo will showcase, once again, a multitude of breakthrough innovations in terms of the latest fashion trends, shapes, colours and details, but especially in terms of research and innovation.

RESEARCH AND INNOVATION

MATERIALS

The new eyewear proposals boast innovative materials, such as **Optyl** – a registered trademark for an ultra-lightweight hypoallergenic plastic material that is designed not to deform over time – and **Rilsan Clear®** – a bio-based alternative to nylon that is derived from castor beans and is used in an ever-growing range of environmentally-friendly programs, to which the brand is increasingly committed.

MANUFACTURING TECHNIQUES

Safilo shakes up the world of rimless eyewear with the **Avantek** technology, a new, revolutionary stress- and distortion-free lens mounting system developed by US-based Avantek Eyewear. Thanks to this innovative system, there are no holes in the lenses, so there is no risk of distortion or deformation.

The Group also unveils **UFO**, a Safilo patented lens mounting system that dates back to the 1970s and comes straight from the brand's archives, consisting of a steel wire that runs inside a channel on the lens – and not on the frame – now reinterpreted in a new, ultra-modern version.

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LENSES

Groundbreaking achievements: another huge leap forward in solar filter technology.

Polaroid Eyewear, a pioneer in polarized lens technology and a worldwide leader in eye-care and optics, developed the new **UltraSight™ Plus** glue-free lens, which is stronger, lasts longer and provides a clearer vision thanks to the absence of glue.

Smith Optics, instead, relies on the exclusive **ChromaPop™** lens technology for its eyewear collections, delivering unparalleled performance in terms of vision and colour perception.

TRENDS

PAST INSPIRATIONS INSPIRING THE FUTURE

Several new eyewear proposals draw inspiration from vintage models contained in Safilo's – or the different Houses' – historical archives, revisited with contemporary detailing and representing an unending dialogue between the past and the present, which lends a **retro-glam** allure to the new creations.

The **concept of avant-garde** is what inspires the most sought-after models flaunting an innovative design, an ultra-lightweight feel or sophisticated lines.

ICONIC DETAILS

The new glasses reflect each brand's stylistic heritage and are a contemporary take on cult models that made history: the iconic wavy temples of **Carrera's** sunglasses look to the past, with their 90s-inspired style; the **Gucci** collection flaunts the House's signature bamboo detailing, while the new **Dior** glasses are enlivened by original symmetries, perfectly reflecting the brand's new architecture; the new **Fendi** creations are characterized by the House's distinctive motifs, such as the Fendi monogram, the celebrated striped Pequin pattern or the 2Jours decoration; **Bottega Veneta's** iconic *Intrecciato* pattern is now reinterpreted as a sophisticated detail adorning the brand's eyewear models; fine backstitched leather inserts recalling the House's legendary coats stand out on the new **MaxMara** proposals; trendy metal skulls embellish **Alexander McQueen's** glasses and sparkling crystals illuminate **Jimmy Choo's** glamorous models, while a cascade of colourful flowers on the temples adds an explosion of colour to **Max&Co.'s** new creations.

SHAPES

The new 2014 Safilo eyewear collections explore a variety of shapes. New highlights include: 50s-style large or small **cat-eye** and butterfly silhouettes; retro-inspired **round** shapes with an essential design reinterpreted with a new, original twist; **square** silhouettes evoking the 1960s or the 1980s, revisited with modern touches. Lastly, the classic **pilot** shape, timeless and unforgettable, is now presented in new ultra-lightweight metal versions, while irresistible **wraparound** glasses flaunt a typical sporty attitude yet convey a refined allure.

COLOURS

The art of "mixing & matching" styles and fashion trends: **fluorescent** shades capture the glamorous spirit of the 1980s, softened by an interplay of transparencies discreetly emphasizing the frames; underneath the ever-present **pastel nuances** – evoking a soft, bon-ton allure – are powerful **metal touches**. And then again, the collections veer toward the wild side with **animalier patterns** and spotted animal prints, while **colour-blocking** becomes one of the hottest trends for the next season.

80s-inspired **mirrored lenses** – this year's ultimate must-have accessory – brighten up the new glasses, highlighting the eye with glamorous mirror effects and vibrant, definite hues.

Press Release

Safilo Group

The Safilo Group is a leading brand in the premium eyewear sector for sunglasses, optical frames and sports eyewear. With an international presence through 30 owned subsidiaries in primary markets – in Europe, the US, 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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