

HUGO BOSS



HUGO BOSS GROUP AND SAFILO ANNOUNCE THE EARLY RENEWAL OF THEIR EYEWEAR LICENSE AGREEMENT UNTIL 31/12/2020

Padua, July 10, 2012 – Hugo Boss Group, one of the world market leaders in the premium fashion and luxury segment of the apparel market, and Safilo Group, the worldwide leader in premium eyewear, announce an early renewal of their license agreement with a term until 2020 for the design, production and worldwide distribution of BOSS Black, BOSS Orange and HUGO frames and sunglass collections.

Claus-Dietrich Lahrs, Chairman of the Managing Board of Hugo Boss AG, said: “We are delighted to continue our long-term successful story in the eyewear category with Safilo. Hugo Boss is moving forward with the partner who is best suited to implement our brand strategic vision, which ranges from contemporary and modern elegance to sportswear and casual wear, and to meet our requirements for innovative design, qualitative products, distinctive communication and worldwide distribution. We are confident that our renewed agreement will continue to ensure to our brands a leading and successful journey in the eyewear category”.

Roberto Vedovotto, CEO of Safilo Group, said: “We are extremely pleased to announce the early renewal of the partnership with Hugo Boss Group. Our license agreement with a term until 2020, with such a successful and professionally managed Company further endorses Safilo Group as a trustworthy and successful partner, capable of effectively supporting the diversified high-profile portfolio of brands of a leading company such as Hugo Boss. The great working relationship that we have developed with such a fantastic group of people at Hugo Boss makes us believe that the turnover of the Hugo Boss brands in the eyewear category will cross the 100 million Euro revenue milestone at full potential”.

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, Blue Bay – and the licensed brands Alexander McQueen, A/X Armani Exchange, Balenciaga, Banana Republic, Bottega Veneta, BOSS Black, BOSS Orange, Céline, Dior, Emporio Armani, Fossil, Giorgio Armani, 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, Saks Fifth Avenue, Tommy Hilfiger, Yves Saint Laurent. For further information www.safilo.com

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