



Safilo Group: Auslaufen des Lizenzvertrages mit Balenciaga

(ddp direct)DER EYEWEAR LIZENZVERTRAG DER SAFILO GROUP MIT DER MARKE BALENCIAGA WIRD ENDE 2012 NICHT VERLÄNGERT

Aufgrund der Fokussierung auf die wachstumsstarken Marken der Gruppe, hat sich die Safilo Group dazu entschlossen, den Lizenzvertrag mit BALENCIAGA mit 31. Dezember 2012 auslaufen zu lassen. Die damit frei werdenden Ressourcen werden zukünftig für gewinnbringendere Brands eingesetzt.

Der nun auslaufende Lizenzvertrag beinhaltet Design, Produktion und Vertrieb von Sonnenbrillen und Korrektionsfassungen der Marke BALENCIAGA.

TERMINATION OF THE EYEWEAR LICENSE AGREEMENT WITH BALENCIAGA

Padua, February 1, 2012 Safilo Group announces that the license agreement for the design, production and distribution of Balenciaga sunglasses and prescription eyewear collections will not be renewed beyond the agreed expiration date of December 31, 2012.

Safilo in fact continues to implement the rationalization strategy of its portfolio of licensed brands, focusing resources, investments and know-how only on those brands which are relevant in the eyewear sector or have important growth opportunities.

Safilos sales through the Balenciaga license were approximately Euro 3 million in 2011.

For further information www.safilo.com

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Pressekontakt

Andrea Leitner Public Relations

Frau Stephanie Gschwandtner
Wollzeile /15 33
1010 Wien

stephanie@prleitner.com

Firmenkontakt

Andrea Leitner Public Relations

Frau Stephanie Gschwandtner
Wollzeile /15 33
1010 Wien

shortpr.com/0v86v5
stephanie@prleitner.com

The Safilo Group is worldwide leader in the premium eyewear sector and maintains a leadership position in the prescription, sunglasses, fashion and sports eyewear sectors. Present in the international market through exclusive distributors and 30 subsidiaries in primary markets (U.S.A., Europe and Far East). The main proprietary branded collections distributed are: Safilo, Carrera, Smith Optics, Oxydo, Blue Bay, and the licensed branded collections are: Alexander McQueen, A/X Armani Exchange, Balenciaga, Banana Republic, Bottega Veneta, BOSS Black, BOSS Orange, 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., Nine West, Pierre Cardin, Saks Fifth Avenue, Tommy Hilfiger, Valentino, Yves Saint Laurent.