



## PRESS RELEASE

### **Safilo Group and Liz Claiborne Renew Eyewear License Until 2012**

**Padua (Italy), September 18th, 2007** – Following the success of its most recent collections, Safilo Group, the worldwide leader in high range and luxury eyewear, and Liz Claiborne Inc., a designer and marketer of women's and men's apparel, accessories and fragrance products, have extended their current license until the end of 2012 for the design, production and marketing of Liz Claiborne and Claiborne eyewear collections available on the American market. The agreement also includes collaboration on a range of proprietary Liz Claiborne Inc. brands produced by Safilo.

*“We are pleased to continue this partnership,”* comments Vittorio Tabacchi, chairman of Safilo Group, *“which has enjoyed ongoing success in the American market for many years. This agreement, that joins us until 2012, presents a wonderful opportunity to consolidate the popular brands of Liz Claiborne in the American market.”*

*“Liz Claiborne is extremely pleased to be extending our relationship with Safilo Group. Safilo is a leader in high range and luxury eyewear and has been an invaluable partner in the development and marketing of many of our eyewear collections,”* said Benedetta Casamento, President, Liz Claiborne Brands.

The extension of the license confirms the strong partnership between Safilo and Liz Claiborne Inc. and follows several additional license agreement extensions which place Safilo Group alongside the most important names on the international fashion scene.

Safilo designs, produces and markets several Liz Claiborne eyewear collections including, “Liz Claiborne” women’s ophthalmic and sunglasses which was launched in March 2003 and “Claiborne” ophthalmic and sunwear for men which launched in March 2004; as well as eyewear lines for a range of proprietary Liz Claiborne Inc. brands.

Liz Claiborne eyewear collections are designed to be classic with a signature sense of style and color and are synonymous with quality, value and versatility. In the coming months, the Liz Claiborne collection will present new styles which incorporate synergistic fashion elements of the brand’s accessories lines. The “Claiborne” collection will maintain classic and traditional styling while incorporating more directional fashion styling.

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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 on the international market through exclusive distributors and 30 subsidiaries in primary markets (U.S.A., Europe and Far East), Safilo distributes proprietary branded collections Safilo, Carrera, Smith, Oxydo, Blue Bay, as well as licensed branded collections, including Alexander McQueen, Balenciaga, Bottega Veneta, Boss by Hugo Boss, Boucheron, Diesel, 55DSL, Dior, Emporio Armani, Giorgio Armani, Gucci, Hugo by Hugo Boss, Imatra, Jimmy Choo, Marc Jacobs, Marc by Marc Jacobs, Max Mara, Max&Co., Oliver, Pierre Cardin, Stella McCartney, Valentino and Yves Saint Laurent. In addition, the following collections are exclusively for the American market: Fossil, Juicy Couture, Nine West, Kate Spade, Saks Fifth Avenue, Liz Claiborne, J.Lo by Jennifer Lopez, A/X Armani Exchange and Banana Republic.

Liz Claiborne Inc. designs and markets an extensive range of branded women's and men's apparel, accessories and fragrance products. Our diverse portfolio of quality brands - available domestically and internationally via wholesale and retail channels - consistently meets the widest range of consumers' fashion needs, from classic to contemporary, active to relaxed and denim to streetwear. The more than 40 brands in the Liz Claiborne Inc. portfolio are available at over 30,000 points of sale worldwide. For more information visit [www.lizclaiborneinc.com](http://www.lizclaiborneinc.com).

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*This press release is also available on the web site [www.safilo.com](http://www.safilo.com)*