

Press Release



**MIDO 2011**

**SUGGESTIVE ATMOSPHERES AND A COMPLETELY RENEWED SPACE FOR THE  
NEW SAFILO GROUP EYEWEAR COLLECTIONS**

**Padua, 4 March 2011** – Safilo Group will be exhibiting its new collections at Mido 2011 and has specially developed a completely renewed, high impact stand.

A design area with a novel exhibition concept characterised by large bright areas consistent with the Group's corporate image which is certain to be relished by the numerous visitors and customers who will be attending the event.

On the one hand, the pure lines, minimal design, transparency and brightness of the materials express the contemporary luxury that distinguishes the Safilo creations, on the other hand, they make the eyewear the undisputed protagonist of the exhibition space.

The new stand outlines an impressive luxury-inspired showcase marked by long white and shiny surfaces, which, emphasized by sweeping light beams, define the horizontal view of the stand.

The heart of the stand is the **central area**: a real emotional walk through the eyewear collections of the prestigious brands of the fashion system framed by furnishing elements with a sophisticated design. The suggestive atmosphere is emphasized by a black-lacquered glass floor that spotlights the imposing exhibition structures and contrasts with the white gloss-lacquered walls and the white vinyl roof. The leading role of the product is accentuated by the images that run across the LED wall, which capture the moods that inspired the development of the Safilo Group eyewear collections.

Essential and austere lines also for the adjacent large, welcoming and bright **lounge area** - the ideal place to do business - striking due to its elegant contrast between the black furnishing elements and the space dominated by absolute white and minimal taste.

The Safilo stand (M01-P02) is in Hall 13 in the main Fashion District plaza dedicated to the lead players of the global eyewear manufacturing industry.

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 by Hugo Boss, Boss Orange, Dior, Emporio Armani, Fossil, Giorgio Armani, Gucci, HUGO by Hugo Boss, 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.

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