



SUSTAINABLE KIDS BY SAFILO

**IT'S A GREEN BACK-TO-SCHOOL WITH "KIDS BY SAFILO" EYEWEAR COLLECTION
MADE OF BIO-BASED AND ECO-COMPATIBLE POLYMERES
CO-DESIGNED WITH PEDIATRIC OPHTHALMOLOGISTS FOR THE NEEDS OF CHILDREN
PART OF SAFILO'S SUSTAINABLE BUSINESS COMMITMENT TO PRODUCT, PEOPLE, AND
PLANET**

Padua, September 14 2017 – Two years after its ground-breaking launch, 'KIDS by Safilo' is in the stores with its eco-compatible collection for a Green Back-To-School 2017.

This unique eyewear line is made of bio-based polymers, derived from natural renewable resources and engineered to replace fossil-oil based polymers. As part of Safilo's commitment to sustainability and continuous efforts to protect the environment, Safilo Kids eyewear uses two different bio-polymers, both made with bio-based contents derived from castor oil: a rigid one to give structural performance to the frame and the temples and a soft one to guarantee the best fit on the face, comfort and safety for the user.

100% Made in Italy, and developed in light, safe and eco-friendly materials, the glasses represent a uniquely sustainable offer that addresses with special care the specific needs of children with innovation in design and construction. These bio-compatible, hypoallergenic, and washable materials guarantee the safety of the product and its durability, and therefore perfectly suitable for use by infants and toddlers.

In fact, the 'KIDS by Safilo' eyewear collection is a ground-breaking eyewear project devoted children, designed with a medical-scientific approach and engineered with advanced technologies.

Through the collaboration with SIOP (*Società Italiana di Oftalmologia Pediatrica*) and in compliance with the consensus statement of WSPOS (World Society of Pediatric Ophthalmology and Strabismus), Safilo's product is unique thanks to the adoption of a medical-scientific approach to meet the key needs of children in terms of eyewear:

- **SAFETY:** the frames are flexible, safe, and free of sharp surfaces and edges.
- **COMFORT and FITTING:** the frames are lightweight and stable, thanks to the presence of a lower bridge and to the special design of the temples with a horizontal bend. Moreover, thanks to the enhanced design of the front, the lenses cover the child's entire field of vision, ensuring effective correction.
- **RESISTANCE:** the frames are made with flexible, stable and washable materials to prevent them from becoming deformed or weakened.
- **AESTHETICS:** the frames are discreet on the child's face, almost invisible, especially for the younger children.

The 'KIDS by Safilo' eco-compatible eyewear collection is designed, engineered, manufactured and distributed worldwide in high quality optical retailers by Safilo Group, the historical eyewear leader.

Looking towards the celebration in 2018 of the 140th anniversary of its unique craftsmanship tradition, this year, the Group is launching its Worldwide Business Conduct Manual, that confirms its standards as regards Product, People, Planet, supporting the implementation of Safilo's 2020 Strategic Plan, that targets to transform the business and operations for sustainable profitable growth.

About Safilo Group

Safilo Group is the fully integrated Italian eyewear creator and worldwide distributor of quality and trust, leader in the premium sector for sunglasses, optical frames and sports eyewear. Design inspired and brand driven, Safilo translates extraordinary design into excellent products created thanks to superior craftsmanship expertise dating back to 1878. With an extensive wholly owned global distribution network in 40 countries – in North and Latin America, Europe, Middle East and Africa, and Asia Pacific and China – Safilo is committed to quality distribution of its products all around the world. Safilo's portfolio encompasses Carrera, Polaroid, Smith, Safilo, Oxydo, Dior, Dior Homme, Fendi, Banana Republic, Bobbi Brown, BOSS, BOSS Orange, Céline, Elie Saab, Fossil, Givenchy, havaianas, Jack Spade, Jimmy Choo, Juicy Couture, kate spade new york, Liz Claiborne, Marc Jacobs, Max Mara, Max&Co., Pierre Cardin, Saks Fifth Avenue, Swatch, and Tommy Hilfiger.

Listed on the Italian Stock Exchange (ISIN code IT0004604762, Bloomberg SFL.IM, Reuters SFLG.MI), in 2016 Safilo recorded net revenues for Euro 1,253 million.

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