



**LEVI STRAUSS & CO.**

**SAFILO AND LEVI STRAUSS & CO.  
ANNOUNCE THEIR GLOBAL MULTI-YEAR EYEWEAR LICENSING AGREEMENT**

**Padua/San Francisco, January 9, 2019** – Safilo, a worldwide leader in the design, manufacturing and distribution of eyewear, and Levi Strauss & Co, one of the world’s largest brand-name apparel companies and a global leader in jeanswear, announce today their multi-year global licensing agreement for the design, manufacture and distribution of Levi’s® branded eyewear. The agreement will come into effect in January 2020, with collections hitting the market for the 2020 spring/summer season, and it will run until November 2024, renewable for an additional five-years, up to 2029.

“This new partnership is particularly significant for our brand portfolio, the Levi’s® brand being the number one denim brand globally which genuinely appeals to Millennial and Gen-Zers all over the world,” says Angelo Trocchia, CEO of Safilo Group. “With the Levi’s® brand, we add an important opportunity to grow in the contemporary market segment, which is the largest for size and development potential and especially appealing for further development in key emerging markets, such as China.”

“Eyewear is an important product category for the Levis® brand,” said Karyn Hillman, chief product officer for Levi Strauss & Co. “Our partnership with Safilo will allow us to further strengthen our position as a true lifestyle brand by offering amazing eyewear to consumers around the world.”

**About Safilo Group**

Safilo Group is a worldwide leader in the design, manufacturing and distribution of sunglasses, optical frames, sports eyewear and products. Thanks to strong craftsmanship expertise dating back to 1878, Safilo translates its design projects into high-quality products created according to the Italian tradition. With an extensive wholly owned network of subsidiaries in 40 countries – in North and Latin America, Europe, Middle East and Africa, and Asia Pacific and China – and more than 50 distribution partners in key markets, Safilo is committed to quality distribution of its products in nearly 100.000 selected sales stores all over the world. Safilo’s portfolio encompasses: own core brands Carrera, Polaroid, Smith, Safilo, Oxydo, and licensed brands: Dior, Dior Homme, Fendi, Banana Republic, BOSS, Elie Saab, Fossil, Givenchy, havaianas, HUGO, Jimmy Choo, Juicy Couture, kate spade new york, Liz Claiborne, Love Moschino, Marc Jacobs, Max Mara, Max&Co., Moschino, Pierre Cardin, rag&bone, Saks Fifth Avenue, Swatch, and Tommy Hilfiger.

Listed on the Italian Stock Exchange (ISIN code IT0004604762, Bloomberg SFL.IM, Reuters SFLG.MI), in 2017 Safilo recorded net revenues for Euro 1,047 million.

**About Levi Strauss & Co.**

Levi Strauss & Co. is one of the world's largest brand-name apparel companies and a global leader in jeanswear. The company designs and markets jeans, casual wear and related accessories for men, women and children under the Levi’s®, Dockers®, Signature by Levi Strauss & Co.™, and Denizen® brands. Its products are sold in more than 110 countries worldwide through a combination of chain retailers, department stores, online sites, and a global footprint of approximately 2,900 retail stores and shop-in-shops. Levi Strauss & Co.'s reported fiscal 2017 net revenues were \$4.9 billion. For more information, go to <http://levistrauss.com>.

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