



## **SAFILO PRODUCES THE FIRST A|X ARMANI EXCHANGE BRANDED EYEWEAR COLLECTION**

Milan, 9th November 2006 – Safilo Group, world leader in high end prescription frames and sunglasses, is to produce the first collection of A|X Armani Exchange branded eyewear.

This new collection comes three years after the debut of the Safilo produced Giorgio Armani and Emporio Armani eyewear lines and further solidifies Safilo's relationship with the Armani Group.

A|X Armani Exchange is a young fashion forward urban inspired collection. The newly affordable priced sunglass line stays true to this spirit featuring a dynamic and comprehensive range of styles produced in acetate and metal with the iconic A|X logo incorporated innovatively throughout.

The men's models feature sporty plastic wraps in classic shades of brown, greys, blues and black. Aviators reflect contemporary designs with stylized details and timeless metal tones of brown bronze, palladium, gold and black.

Feminine styles feature large, oversized designs with a predominance of shields, as well as more moderate rectangular wraps. The colour palette for metal models favours chic shades of light gold, dark ruthenium, and palladium. Acetate styles offer high impact tones of fuchsia, yellow, orange, burgundy marble and pearl white in addition to muted shades of dark tortoise, caramel and black.

For the unisex part of the collection, colours include champagne, caramel, black, indigo blue and red.

The A|X Armani Exchange sunglass collection will be distributed worldwide in A|X Armani Exchange freestanding stores in the United States beginning in mid-November 2006 and in worldwide freestanding stores starting from January 2007. The collection will be shipped to optical stores and selected department stores in the United States beginning January 2007. A range of prescription eyewear is scheduled to follow.

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**The Safilo Group** is the leader in premium eyewear and maintains a leadership position in the sector of prescription, sunglasses, fashion and sports eyewear. Present on the international market through exclusive distributors and 29 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, Bottega Veneta, Boss Hugo Boss, Boucheron, Diesel, 55DSL, Dior, Emporio Armani, Giorgio Armani, Gucci, Imatra, Marc Jacobs, Marc by Marc Jacobs, Max Mara, Max&Co. (in 2007), Oliver, Pierre Cardin, Ralph Lauren, 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 and A|X Armani Exchange.

**The Armani Group** is one of the leading fashion and luxury goods groups in the world today with 4900 direct employees and 13 factories. It designs, manufactures, distributes and retails fashion and lifestyle products including apparel, accessories, eyewear, watches, jewelry, home furnishings, fragrances and cosmetics under a range of brand names: Giorgio Armani Prive, Giorgio Armani, Armani Collezioni, Emporio Armani, AJ | Armani Jeans, A|X Armani Exchange, Armani Junior, Armani Baby and Armani Casa. The Group's exclusive retail network currently comprises: 71 Giorgio Armani boutiques, 12 Armani Collezioni stores, 124 Emporio Armani stores, 105 A|X Armani Exchange stores, 17 AJ | Armani Jeans stores, 6 Armani Junior stores, 1 Giorgio Armani Accessory store, 1 Emporio Armani Accessory store and 20 Armani Casa stores in 40 countries.

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