



## SAFILO WITH SAVE THE CHILDREN ITALIA FOR THE “PUNTI LUCE” PROGRAM

**Padua, November 11th, 2021** –Today marks the start of a new collaboration between Safilo, a worldwide leader in the design, manufacturing, and distribution of sunglasses, optical frames and sports eyewear, and Save the Children, the international organization that, for more than 100 years, has been fighting to save children at risk and to guarantee them a better future.

This new collaboration originates from Safilo’s commitment to the Save the Children Italia campaign “Rewrite the future”, an integrated project aimed at counteracting educational poverty and early school leaving in Italy. The campaign intends to ensure that support is provided to families and under age children in need in city suburbs, disadvantaged regions, and deprived neighborhoods.

More specifically, Safilo will support Save the Children’s “Punti Luce” network, composed of high-intensity educational centers, where children and teenagers aged between 6 and 16 can, on a daily basis, play and take part in a wide range cultural, recreational, and sporting activities. The children have the opportunity to grow, both on a personal and social level, by interacting with children of the same age which is fundamental for stimulating creativity, reinforcing learning skills, and discovering and developing talents.

In 2020 alone, when the effects of the COVID-19 pandemic exacerbated situations of inequality and highlighted the challenging situations faced by many vulnerable children and teenagers and their families, the 26 “Punti Luce” centers, present in 20 cities throughout Italy, saw 11,000 children and teenagers take part in the activities offered – both in remotely and in person. The centers were able to help the children cope with isolation while continuing their social and educational development.

*“We are very proud to stand next to Save the Children and to be able to support the “Punti Luce” program, contributing to the development and social and cultural welfare of the community” – stated **Lukasz Karpinski, Country Manager Italy of Safilo Group** – “This collaboration confirms Safilo’s continued commitment to promoting sustainable actions in favor of People, Product, and Planet. We are proud to support programs that offer concrete help to numerous families for the development of children and teens”.*

*“We are happy that Safilo decided to be on the side of Save the Children to brighten the future of Italian’s children. Together we can fight with even more strength one of the most severe effects of the pandemic, the amplification of the educational disparities that risks penalizing the future of the most vulnerable children and teenagers. Indeed, they are the ones paying the highest price, and we need to act immediately and join forces to place the best resources at their service” declared **Daniela Fattarella, Director of Save the Children Italia**.*

**About Safilo Group:**

Established in 1934 in Italy's Veneto region, Safilo Group is one of the eyewear industry's principal players in the design, manufacturing and distribution of optical frames, sunglasses, sports eyewear, goggles and helmets. The Group designs and manufactures its collections by blending stylistic, technical and industrial innovation with quality and skillful craftsmanship. With an extensive global presence, Safilo's business model enables it to monitor its entire production and distribution chain. From research and development in five prestigious design studios, located in Padua, Milan, New York, Hong Kong and Portland, to its company-owned production facilities and network of qualified manufacturing partners, Safilo Group ensures that every product offers the perfect fit and meets the highest quality standards. Reaching approximately 100,000 selected points of sale worldwide with an extensive wholly owned network of subsidiaries in 40 countries and more than 50 partners in 70 countries, Safilo's well-established traditional wholesale distribution model, which encompasses eyecare retailers, chains, department stores, specialized retailers, boutiques, duty free shops and sporting goods stores, is complemented by Direct-to-Consumer and Internet pure player sales platforms, in line with the Group's development strategies.

Safilo Group's portfolio encompasses own core brands: Carrera, Polaroid, Smith, Safilo, Blenders, Privé Revaux and Seventh Street. Licensed brands include: Banana Republic, BOSS, Eyewear by David Beckham, Elie Saab, Fossil, Givenchy, havaianas, HUGO, Isabel Marant, Jimmy Choo, Juicy Couture, kate spade new york, Levi's, Liz Claiborne, Love Moschino, Marc Jacobs, Missoni, M Missoni, Moschino, Pierre Cardin, PORTS, rag&bone, Rebecca Minkoff, Tommy Hilfiger, Tommy Jeans and Under Armour.

The parent company, Safilo Group S.p.A., is listed on the Italian Stock Exchange ("MTA") organized and managed by Borsa Italiana (ISIN code IT0004604762, Bloomberg SFL.IM, Reuters SFLG.MI). In 2020, Safilo Group recorded net revenues for Euro 780.3 million.

**About Save the Children:**

Save the Children is the international organisation which has been working for over 100 years to save children at risk and guarantee their future. Each day, we work with passion, determination and professionalism in Italy and the rest of the world to give children the opportunity to be born and grow up healthy, receive an education and be protected. When an emergency breaks out, we're among the first to arrive and the last to leave. We work with local bodies and partners to create a network which helps to satisfy the rights of underage people, guarantee their rights and listen to what they have to say. We've contributed to improvements in the lives of millions of children, including those in the most remote locations.

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