

## **SAFILO DEBUTS NEW LOOK FOR VISION EXPO EAST 2022**

**(The Park – Booth #P2749)**

**SECAUCUS, NJ – March 28, 2022** – Safilo – one of the eyewear industry’s principal players in the design, manufacturing and distribution of optical frames, sunglasses, sports eyewear, goggles and helmets – announces its exciting return to the main show floor of Vision Expo East (VEE), the largest eyewear trade show in the U.S. There, Safilo will be present with an expansive, highly visible corporate booth from which to greet all show attendees from Friday, April 1<sup>st</sup> – Sunday, April 3<sup>rd</sup>.

The highly engaging booth, boasting 8,000 square feet – in addition to an adjacent 400 square foot dedicated to a kate spade new york pop-up boutique – will safely welcome show attendees and customers into its sophisticated sales environment. There, the company’s Spring/Summer 2022 eyewear offerings will be presented with a special emphasis on the company’s own top-performing Carrera brand, newest launch collection Carolina Herrera, newer top-performing new Under Armour collection and prestigious men’s fashion brand BOSS where each collection will display product vignettes. In the kate spade new york pop-up boutique, the company’s best-selling women’s line will feature eyewear, clothing, shoes and handbags as part of a 360-degree brand immersion experience.

Additionally, each of these above-mentioned brands will be front and center with attention-grabbing experiential activations. In particular, Carrera will feature a branded selfie station, complete with two Ducati motorcycles as part of the recently announced partnership and product collaboration while Under Armour will offer a mini-golf activation where show guests can win prizes for hole-in-ones.

A dedicated order-writing area has been expanded to provide an exclusive selling environment for customers and sales representatives to safely view the company’s complete product portfolio.

Outside of the Safilo booth, Robin Brush, ABOC, Safilo USA’s Training and Education Manager, will present three thought-provoking continuing education courses to show attendees to help them achieve better results for their practices. These include: *J.O.B.S. (Joint Opportunity to Believe in Staying) Program* on April 1 from 11:00am-12:00pm, *Return Rate Rescue* on April 1 from 5:00-6:00pm and *It’s Not About You – What About the Patient?* on April 2 from 8:30am – 9:30am.

“We’re excited to return to Vision Expo East – on full blast – and welcome back our customers, in person, to our newly designed booth with a renewed energy, vigor and strength in the marketplace, as conveyed in our recently communicated full-year 2021 financial results,” said Steve Wright, President and Chief Commercial Officer, Safilo USA, Inc.

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