

## **SAFILO USA AND TOPOLOGY COLLABORATE ON INTERACTIVE PLATFORM TO ENGAGE ECPs IN NORTH AMERICA**

### **New Interactive Platform and Virtual Product Showcase from Topology Successfully Entices and Engages Customers with New Virtual Selling Tool**

SECAUCUS, NJ – April 22, 2022 -- Safilo USA recently paired up with San Francisco-based eyewear technology company Topology to create a visually appealing interactive platform and virtual product showcase to entice potential customers and generate sales leads.

This compelling virtual selling tool, which debuted in the U.S. and Canada starting December 2021, has allowed users to browse through a virtual brand portfolio and view optical frames and sunglasses on the faces of real people while providing the opportunity to rotate the models' faces 180 degrees to view how each frame fits from all angles.

The platform quickly resulted in thousands of unique visitors to the landing page and the virtual try-on demo, creating significant awareness and positive impact in growing the potential customer base. Safilo customers and other retailers can contact a Safilo sales rep to receive a dedicated link to view the password-protected virtual platform.

This is the second time that Safilo USA has collaborated with leading eyewear technology innovator Topology to introduce state-of-the-art technology to its customers in North America. Show attendees at Vision Expo West, held in Las Vegas in September 2021, were able to virtually and safely try on Safilo's various collections by scanning their faces into Topology's proprietary Touchless Optical Platform (TOP) app and experience the company's precision scanning, measurement, and photorealism technology as well as virtually preview some of Safilo's Spring 2022 collections months before these collections were available to be sampled physically.

“Safilo is committed to introducing our customers to new and beautifully designed collections supported by the newest eyewear technologies available. This latest collaboration with Topology – who traditionally offers their platform to optical retailers and e-tailers who need a Virtual Try-On and precise optical measurements for online and in-store customers – has been proven to be a very innovative and successful sales tool to virtually engage our customers,” said Steve Wright, President and Chief Commercial Officer of Safilo North America.

“The development of this platform also represents another step in our digital transformation strategy and our purposeful alignment with best-in-class digitally-savvy collaborators who are devoted to exploring the next stages of the industry’s digital evolution with us. The significant potential and impact that digital innovation and state-of-the-art new digital tools like this can bring to our industry, and more specifically to our customers, is immense,” added Wright.

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