

**SAFILO CELEBRATES ITS 60TH ANNIVERSARY
IN NORTH AMERICA, RETURNING TO VISION EXPO WEST
WITH A BRAND-NEW OPEN CONCEPT BOOTH AND
CAMPAIGN FOR THE MARKET
(The Park – Booth #P14022)**

SECAUCUS, NJ – September 13, 2022 – Safilo Group, one of the eyewear industry’s key players in the design, manufacturing, and distribution of prescription frames, sunglasses, outdoor eyewear, goggles, and helmets, announces its exciting return to Vision Expo West (VEW), the second largest eyewear trade show in the U.S. Safilo will be present with a striking, newly designed booth space from which to greet all show attendees from Thursday, September 15th to Saturday, September 17th.

“Vision Expo West is an amazing opportunity for us to support our industry and celebrate our people, products and heritage with our customers. We are excited to be present in very impactful ways with our inviting new open booth concept, educational offerings, two customer events and industry sponsorships. It’s also the perfect occasion to officially, as well as publicly, unveil our new campaign for North America in which we are defining "partnership" – with a fresh new approach, reinforcing our focus on embracing modern ideas – while showcasing our incredible Safilo team and all that they do,” says Rinaldi Ceroni.

The open concept booth will provide a very welcoming and inviting environment with seating areas to meet and greet and reconnect with Safilo, anchored by four freestanding focal walls. The front area of the booth will feature Safilo’s newest Carolina Herrera collection, which launched at Vision Expo East in March, while the interior space will serve as a lounge area with a large video screen and additional monitors that will play visually impactful corporate videos and branded content. Several frame brands will be showcased inside the booth including Carrera, BOSS, kate spade new york, and Under Armour. The back of the booth will include an additional seating area with product housed in the center. A dedicated order-writing area will provide an exclusive selling environment for customers and sales representatives to view the company’s complete product portfolio. Greenery will surround the booth, providing a Zen respite from the hustle and bustle of the trade show floor while also representing a symbolic nod to the company’s corporate emphasis on sustainability.

For its 60th anniversary in North America, Safilo celebrates its commitment to People, Product and Planet with an exciting new campaign for North America, starring several Safilo USA employees and sales team members, which will make its formal debut inside the Safilo booth at Vision Expo West.

In line with the corporate purpose-led strategy, the new North American campaign is a "twist" on presenting definitions for important key words such as *Vision*, *Connect*, *Product*, *Service* and *People* that commensurate with

the company's values and promise. The four freestanding walls that anchor the booth will tell the story of the new campaign with messaging such as *Redefining Partnerships. People. Product. Planet.* and *Vision...Imagining the Future Together* while the campaign video, comprising the first five campaign ads, will play front and center on the large front monitor and side wall video screens.

The campaign broke on the company's www.mysafilo.com b2b site and Facebook page in early September and appears on the Vision Expo app and in the Vision Expo West Official Show Dailies that will be distributed at the show.

60TH ANNIVERSARY CELEBRATION

On Friday, September 16th at 2:30pm (PT), show attendees, Safilo's customers and the media are invited to the Safilo booth to join Safilo Group's CEO Angelo Trocchia and the new President & CCO of North America, Francesco Rinaldi Ceroni, for a celebratory prosecco toast – complete with customized cookies – to commemorate Safilo Group's 60th anniversary of commercial presence in North America.

EDUCATION

Outside of the booth, Robin Brush, ABOC, Safilo USA's Training and Education Manager, will present three thought-provoking continuing education courses for ABO credit on Saturday, September 17th to help show attendees achieve better results for their practices. These include: *It's Not About You* from 8:30am-9:30am, *Return Rate Rescue* from 9:45-10:45am and *When Life Gives You Lemons* from 11:00am – 12:00pm.

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