



M A R C J A C O B S

**SAFILO GROUP AND MARC JACOBS ANNOUNCE  
THE EARLY RENEWAL OF THE LICENSING AGREEMENT  
FOR MARC JACOBS AND MARC BY MARC JACOBS EYEWEAR  
UNTIL DECEMBER 31ST 2024**

**Padua, June 12, 2013** – Safilo Group, worldwide leader in the premium eyewear sector and world renowned designer Marc Jacobs (Marc Jacobs International, LLC), announce the early renewal of their licensing agreement for the design, manufacture and worldwide distribution of Marc Jacobs and Marc by Marc Jacobs branded optical frames and sunglasses collections. The new agreement will now run until December 31st, 2024.

“We are extremely proud to announce the renewal of this agreement, which extends our partnership in the long term and further validates the strength of our collaboration with Marc Jacobs and the LVMH Group” – commented Roberto Vedovotto, CEO of Safilo Group. “The Marc Jacobs and Marc by Marc Jacobs eyewear collections are a huge success and are considered as trendsetters all over the world. Marc Jacob’s irreverent attitude is an extremely powerful driver in terms of both sales and design, conveying a sophisticated allure in the Marc Jacobs collections and a youthful and easy to wear spirit in the Marc by Marc Jacobs styles. This early renewal, two years prior to the natural end of the licensing agreement, rewards the extremely good results and the willingness to continue growing together in the eyewear category, especially in Asia and Latin America, where we still have significant room for expansion, while consolidating our leading position in Europe and the USA”.

Robert Duffy, Vice Chairman and President of Marc Jacobs International spoke on behalf of himself and designer Marc Jacobs, “We have both really enjoyed collaborating with Safilo over the years. They have been a great partner, which is not always the case with licensees. We respect the effort they put into the quality of the finished product and they aren’t afraid to take the risk when we experiment with design. Safilo has been especially helpful in launching the Marc by Marc Jacobs sunglasses and optical collections. For all of the above we are grateful. If it ain’t broke, don’t fix it. We plan on doing this for a long time to come.”

**About Safilo Group**

The Safilo Group is worldwide leader in the premium eyewear sector for sunglasses, optical frames and sports eyewear. With an international presence through 30 owned subsidiaries in primary markets – in America, Europe and Asia – and exclusive distributors, Safilo produces and distributes its house brands – Safilo, Carrera, Polaroid, Smith Optics, Oxydo – and the licensed brands Alexander McQueen, Banana Republic, Bobbi Brown (starting from 2014), BOSS, BOSS Orange, Bottega Veneta, Céline, Dior, Fendi (starting from 2014), Fossil, Gucci, HUGO, J.Lo by Jennifer Lopez, Jimmy Choo, Juicy Couture, Kate Spade, Liz Claiborne, Marc Jacobs, Marc by Marc Jacobs, Max Mara, Max&Co., Pierre Cardin, Saint Laurent, Saks Fifth Avenue and Tommy Hilfiger. For further information [www.safilo.com](http://www.safilo.com)

**Marc Jacobs**

Marc Jacobs ([www.marcjacobs.com](http://www.marcjacobs.com)) is a global brand that produces womenswear, menswear, accessories, kidswear, jewelry, watches and fragrances. Started in 1986 with business partner Robert Duffy, Marc Jacobs has grown to include more than 200 stores worldwide. Jacobs is one of the most celebrated American designers to date also serving as the Design Director of Louis Vuitton since 1997. Jacobs and Duffy continue to oversee all aspects of the company and are committed to giving back to the communities where they have stores and beyond.

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