

Press release

ALEXANDER  
MCQUEEN

Safilo®  
GROUP

**ALEXANDER McQUEEN AND SAFILO ANNOUNCE THE EXTENSION  
OF THEIR EYEWEAR LICENSE AGREEMENT UNTIL 31/12/2015**

**Padua, June 17, 2011** – Alexander McQueen, the world renowned luxury brand, and Safilo Group, worldwide leader in the premium eyewear sector, announce the renewal until December 31<sup>st</sup>, 2015 of their license agreement for the design, production and worldwide distribution of Alexander McQueen's eyeglass frames and sunglass collections.

Jonathan Akeroyd, President and CEO of Alexander McQueen, said: "Safilo has a long history of excellence in the eyewear category, in terms of innovative design, high quality products and attentive distribution, and we are very pleased to announce the continuation of our successful partnership. We are confident that with the renewal of our partnership we can achieve further success with the Alexander McQueen eyewear collections."

Roberto Vedovotto, CEO of Safilo Group, said: "The Alexander McQueen brand represents innovative and cutting edge design and Safilo is extremely pleased to announce the continuation of our successful partnership. This renewal confirms Safilo as the partner of choice for a luxury brand which demands excellence in design, quality and distribution."

**About Alexander McQueen**

Alexander McQueen designs, manufactures and distributes two brands, Alexander McQueen and McQ which consists of women's, men's and accessories. The Company operates in over 50 countries around the world through 11 directly operated stores, including flagship stores in New York, London, Milan, Los Angeles, Las Vegas, as well as through 360 leading department and specialty stores. Alexander McQueen brand was founded in 1992 by Lee McQueen. In December 2000, 51% of the brand was acquired by Gucci Group (PPR Luxury Group), where he remained Creative Director until his passing in February 2010. Sarah Burton who joined the company in 1996 and has worked alongside Lee McQueen for more than 14 years was subsequently appointed Creative Director of the brand in May 2010. Alexander McQueen is part of PPR Luxury Group. Shares in PPR are traded on the Euronext Paris (#121485, PRTP.PA, PFPF).

**About Safilo Group**

The Safilo Group is worldwide leader in the premium eyewear sector and maintains a leadership position in the prescription, sunglasses, fashion and sports eyewear sectors. Present in the international market through exclusive distributors and 30 subsidiaries in primary markets (U.S.A., Europe and Far East). The main proprietary branded collections distributed are: Safilo, Carrera, Smith Optics, Oxydo, Blue Bay, and the licensed branded collections are: Alexander McQueen, A/X Armani Exchange, Balenciaga, Banana Republic, Bottega Veneta, BOSS by Hugo Boss, Boss Orange, Dior, Emporio Armani, Fossil, Giorgio Armani, Gucci, HUGO by Hugo Boss, J.Lo by Jennifer Lopez, Jimmy Choo, Juicy Couture, Kate Spade, Liz Claiborne, Marc Jacobs, Marc by Marc Jacobs, Max Mara, Max&Co., Nine West, Pierre Cardin, Saks Fifth Avenue, Tommy Hilfiger, Valentino, Yves Saint Laurent.

This press release is also available on the website [www.safilo.com](http://www.safilo.com)

*For further information:*

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## Press release

This press release uses some 'alternative performance indicators' not foreseen by the IFRS-EU accounting standards (EBITDA, Net Financial Position, Net Capital Employed and Free Cash Flow), and whose meaning and contents are illustrated in the specific section of the press release and in accordance with the CESR/05-178b recommendation published 3rd November 2005.