



**MASSIMO RENON APPOINTED NEW HEAD OF  
EUROPE, MIDDLE EAST AND AFRICA OF SAFILO GROUP**

**Padova, July 18, 2012** – Safilo Group, worldwide leader in the premium eyewear sector, has appointed Massimo Renon Head of Business Region EMEA. Massimo Renon will assume the role in September, reporting directly to Roberto Vedovotto, Chief Executive Officer of Safilo Group.

Massimo joins Safilo from Ferrari, where he held the role of Global Head of Sales and After Sales. He previously gained over 10 years' experience in Luxottica, where he successfully held several positions of increasing responsibility in Italy and internationally, becoming New Europe Region Director before leaving.

Roberto Vedovotto, Chief Executive Officer of Safilo, stated:

“I am extremely proud to announce the appointment of Massimo Renon as the Head of our business in Europe, Middle East and Africa. With a turnover of about Euro 460 million, the EMEA region is at the heart of Safilo's global presence in the markets. The competitive scenarios and growth challenges that characterize this huge area of potential consumers have led us to join forces with Massimo for a path of future growth, which, thanks to his personal and professional background, will certainly be a great success. His leadership combined with a deep knowledge of the industry and his unparalleled expertise in the development of premium/luxury brands will further strengthen our Senior Management Team. I am pleased to give Massimo a warm welcome and best wishes in his new role.”

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, Blue Bay – and the licensed brands Alexander McQueen, A/X Armani Exchange, Balenciaga, Banana Republic, Bottega Veneta, BOSS Black, BOSS Orange, Céline, Dior, Emporio Armani, Fossil, Giorgio Armani, 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, Saks Fifth Avenue, Tommy Hilfiger, Yves Saint Laurent. For further information [www.safilo.com](http://www.safilo.com)

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