

SAFILO CELEBRATES ITS 80th ANNIVERSARY WITH NEW LIMITED EDITION SUNGLASSES INSPIRED BY THOSE OF “PEGGY GUGGENHEIM” AND WITH AN EXCLUSIVE EVENT

Padua, June 2014 – Safilo celebrates its 80th anniversary by launching a new limited edition inspired by the legendary glasses once worn by Peggy Guggenheim (1898-1979), renowned collector of 20th century European avant-garde art, who discovered some of the greatest American artists of her time.



These Surrealist-inspired glasses are a new take on the celebrated model created for Peggy by American artist and friend Edward Melcarth. Safilo had already drawn inspiration from these eccentric sunglasses in 1994, when it first produced and distributed its Peggy Guggenheim model, which was on sale at the museum’s shops.

For this special anniversary, Safilo is launching a unique, limited edition model, which will be on sale solely at the Peggy Guggenheim Collection in Venice. Moreover, an exclusive event, Safilo’s 80th anniversary celebration, will be held in the museum’s gardens on September 4, 2014.

The revisited sunglasses stay close to the original design, giving them a more contemporary look, with their iconic blue butterfly-eye acetate frame comes with tone-on-tone mirrored lenses, with contrasting profiles in shades of brown, endowing them with romantic evocations of reflections on the Venetian lagoon.



Many alluring photographs portray the celebrated doyenne of modern art and hostess of intellectuals and the jet set wearing her eccentric sunglasses, which perfectly capture her unconventional, bohemian spirit.



Behind the project is the bond that links the Safilo Group to Venice, the city where the first eyeglasses were born, and capital of the Veneto, the Region where Safilo was established, in 1934 in Calalzo di Cadore, and where today it has its corporate headquarters in Padua. Venice was also a city beloved of Peggy Guggenheim, who in 1948 was invited to exhibit her legendary art collection at the Venice Biennale. She then acquired the Palazzo Venier dei Leoni on the Grand Canal, and made Venice her residence for the rest of her life.

The new limited edition sunglasses, inspired by those of Peggy Guggenheim, are a tribute to this colorful, original and generous art collector who was one of the most influential patrons of 20th century art. The new eyewear model’s artistic value is highlighted by the *savoir-faire*, timeless design, excellence and impeccable quality for which Safilo is renowned.

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 – Carrera, Oxydo, Polaroid, Safilo, Smith Optics – and the licensed brands Alexander McQueen, Banana Republic, Bobbi Brown, BOSS, BOSS Orange, Bottega Veneta, Céline, Dior, Fendi, Fossil, Gucci, HUGO, J.Lo by Jennifer Lopez, Jack Spade, 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

The **Peggy Guggenheim Collection** (Solomon R. Guggenheim Foundation) is among Italy’s major museums for European and American 20th century art. Located in Peggy Guggenheim’s former residence in Venice, it presents the celebrated art patron’s personal collection, including masterpieces by Picasso, Brancusi, Kandinsky, Magritte, Miró, Giacometti, Pollock and many others, as well as painting and sculpture from the Hannelore B. and Rudolph B. Schulhof Collection and the Gianni Mattioli Collection. The museum hosts temporary exhibitions.

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