

MARCHON®

Salvatore Ferragamo

PRESS RELEASE

SALVATORE FERRAGAMO EXTENDS LICENSING AGREEMENT WITH MARCHON EYEWEAR UNTIL 2021

Florence - Melville (NY), March 23, 2015 - **Salvatore Ferragamo S.p.A.**, the parent company of the Salvatore Ferragamo Group and one of the leading players in the global luxury industry, has announced that it has agreed a five-year extension to its worldwide licensing agreement for the design, distribution, marketing and sale of “Salvatore Ferragamo” branded sunglasses and optical frames for men and women with Marchon Eyewear, one of the foremost companies in the eyewear sector.

The licensing agreement, which first went into operation on 1 January 2012, will now run until December 2021.

Produced exclusively in Italy, the Salvatore Ferragamo eyewear collections are the perfect interpretation of the brand’s history, heritage and style. The collections are distributed all over the world in Salvatore Ferragamo mono-brand boutiques and in leading stores and specialist opticians.

“Our partnership with Salvatore Ferragamo is a source of great pride and satisfaction for us. The task of interpreting the brand’s history, heritage and integrity is a constant challenge, one that spurs us on to create top-quality glasses capable of combining style with refinement,” remarked Claudio Gottardi, President and CEO of Marchon Eyewear.

“The increase in volume registered in the last three years, which has averaged at just below 30% per annum, is confirmation of the incredible value of our partnership with Marchon. Their design expertise, combined with the top-quality, cutting-edge nature of their product, has had an invaluable contribution to the Ferragamo branded line. As a result, we’re confident that we’ll see more growth in the medium term,” added Michele Norsa, CEO of the Ferragamo Group.

Salvatore Ferragamo S.p.A.

Salvatore Ferragamo S.p.A. is the parent company of the Salvatore Ferragamo Group, one of the leading global players in the luxury industry since its foundation in 1927. The Group’s activities centre around the creation, production and sale of footwear, leather goods, clothing, silk goods and other accessories, as well as perfumes for men and women.

The product range is completed with eyewear and watches, both of which are produced by license to third parties. The Group has always striven for uniqueness and exclusivity, combining style, creativity and innovation with the quality and craftsmanship so synonymous with the Italian luxury industry.

With nearly 4000 employees across a network of over 640 mono-brand stores as of 31 December 2014, the Ferragamo Group has a strong presence in Italy and the wider world thanks to partnerships with companies that have allowed it to conquer the European, American and Asian markets.

Marchon Eyewear, Inc.

Marchon Eyewear, Inc. is one of the world’s largest manufacturers and distributors of quality eyewear and sunwear. The company markets its products under prestigious brand names including: Calvin Klein Collection, Calvin Klein, Calvin Klein Jeans, Chloé, Diane von Furstenberg, Dragon, Etro, Flexon®, G-Star RAW, Karl Lagerfeld, Lacoste, Liu Jo, MarchoNYC, Nautica, Nike, Nine West, Salvatore Ferragamo, Sean John, Skaga, Valentino and X Games. Headquartered in New York, with regional offices in Amsterdam, Hong Kong, Tokyo, Venice, Canada and Shanghai, Marchon distributes its products through numerous local sales offices serving over 80,000 accounts in more than 100 countries.