

# GUCCI

**Safilo**  
GROUP

## GUCCI AND SAFILO INTRODUCE NEW SUSTAINABLE EYEWEAR MODELS

Milan/Padua, May 27, 2011 - Gucci, one of the world's leading luxury brands, and Safilo, worldwide leader in the premium eyewear sector, announce the launch of a collection of sustainable models.

In August 2011, together Gucci and Safilo will introduce four models made using an innovative acetate which, compared to traditional acetate used for optical frames, contains a much higher percentage of material from natural origins. This acetate has been created in two colours exclusively for Gucci eyewear, flamed Havana with either a red background or a green background, which recall the House's iconic green-red-green web.



Also in August, the Gucci Eyeweb collection, dedicated to a young and dynamic consumer, who is attentive and sensitive to environmental issues, will include two bio-based sunglasses, in a natural material made from castor-oil seeds. These models feature the same

comfort and quality of the best plastic currently employed in the eyewear industry, but contain a large component from natural origins, which in turn helps reduce CO<sub>2</sub> emissions from the production process of the material itself.

Within the first six months of 2012 new packaging will follow for this eco-sustainable eyewear, specifically designed to simplify production processes, with the goal of gradually reducing environmental impact. In addition, eyewear catalogues will use FSC certified paper.

Lastly, Gucci and Safilo are working together to create an innovative prototype made from a material alternative to plastic. In this way, they will continue to strive together towards greater sustainability, sharing the human, ethical and social values that have always distinguished them as prestigious Italian luxury companies.

In 2004, Gucci was one of the first companies in the industry to voluntarily initiate a Corporate Social Responsibility (SA 8000) certification process for its entire production cycle. This certification – relating to the leather goods, jewellery, footwear



and clothing supply chains and to the logistics hub – stands for values such as business ethics, respect for human rights, workers' health and safety, and equal opportunities. In terms of responsibility towards the environment, in 2010 Gucci announced the launch of a worldwide eco-friendly program designed to progressively reduce the company's impact on the environment. The centrepiece of the initiative was packaging which was newly designed to reduce materials, exclusively use FSC Certified paper and to be 100% recyclable. At the same time, Gucci presented an ambitious program of sustainable activities concerning inter alia, the gradual phasing out of paper materials and the optimisation of transporting shipments, in order to reduce road transport and the subsequent CO<sub>2</sub> emissions, efficiently restructure its car fleet and limit energy consumption in stores. The Florentine house also recently obtained environmental certification according to 14001 standards.

Safilo is the ideal partner for Gucci, and the two companies are committed to working together to develop sustainable products in the eyewear industry.

#### *About Gucci*

*Founded in Florence in 1921, Gucci is one of the world's leading luxury fashion brands. With a renowned reputation for quality and Italian craftsmanship, Gucci designs, manufactures and distributes highly desirable products such as leather goods (handbags, small leather goods, and luggage), shoes, ready-to-wear, silks, timepieces and fine jewellery. Eyewear and fragrances are manufactured and distributed under license by global industry leaders in these two sectors. Gucci products are sold exclusively through a network of directly operated boutiques (327 DOS as of March 2011) and a small number of selected department and speciality stores. For more information about Gucci, please visit [www.gucci.com](http://www.gucci.com)*

#### *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).*