



## **Luxottica and CFDA Announce Partnership**

Luxottica to Commission Three Designers for Capsule Collection

**NEW YORK, NY** - The Council of Fashion Designers of America (CFDA) is proud to announce that Luxottica will join their Business Services Network (BSN), the corporate arm of the CFDA. Luxottica will present three chosen CFDA members with the opportunity to design a pair of sunglasses for the Vogue Eyewear brand. The three designs will be part of a capsule collection on sale for a limited time during the Spring/Summer 2010 season. The limited edition pieces will be sold through wholesale distribution channels and Sunglass Hut stores in Macy's department stores nationwide.

"Luxottica is thrilled to join CFDA's Business Services Network and demonstrate our commitment to the fashion community and its designers. It is an exciting time for the industry, as eyewear is recognized as today's essential fashion accessory," commented Pierre Fay, Executive Vice President, Luxottica Wholesale North America.

"As CFDA's newest Business Services Network member, Luxottica extends creative options for our designers by educating them on this important category and by giving them the direct opportunity to design eyewear," noted Steven Kolb, Executive Director, CFDA.

### **Luxottica Group S.p.A.**

Luxottica Group is a leader in premium fashion, luxury and sports eyewear, with over 6,200 optical and sun retail stores in North America, Asia-Pacific, China, South Africa and Europe and a strong and well balanced brand portfolio. Luxottica's key house brands include Ray-Ban, the best known sun eyewear brand in the world, Oakley, Vogue, Persol, Oliver Peoples, Arnette and REVO, while license brands include Bvlgari, Burberry, Chanel, Dolce & Gabbana, Donna Karan, Polo Ralph Lauren, Prada, Salvatore Ferragamo, Tiffany and Versace. In addition to a global wholesale network covering 130 countries, the Group manages leading retail brands such as LensCrafters and Pearle Vision in North America, OPSM and Laubman & Pank in Australasia, LensCrafters in Greater China and Sunglass Hut globally. The Group's products are designed and manufactured in six Italy-based manufacturing plants, two wholly-owned plants in China and a sports sunglass production facility in the U.S. In 2009, Luxottica Group posted consolidated net sales of €5.1 billion. Additional information on the Group is available at [www.luxottica.com](http://www.luxottica.com).

### **Safe Harbor Statement**

Certain statements in this press release may constitute "forward-looking statements" as defined in the Private Securities Litigation Reform Act of 1995. Such statements involve risks, uncertainties and other factors that could cause actual results to differ materially from those which are anticipated. Such risks and uncertainties include, but are not limited to, the ability to manage the effect of the poor current global economic conditions on our business, the ability to successfully acquire new businesses and integrate their operations, the ability to predict future economic conditions and changes in consumer preferences, the ability to successfully introduce and market new products, the ability to maintain an efficient distribution network, the ability to achieve and manage growth, the ability to negotiate and maintain favorable license arrangements, the availability of correction alternatives to prescription eyeglasses, fluctuations in exchange rates, as well as other political, economic and technological factors and other risks and uncertainties described in our filings with the U.S. Securities and Exchange Commission. These forward-looking statements are made as of the date hereof, and we do not assume any obligation to update them.

### **About the Council of Fashion Designer's of America**

The Council of Fashion Designers of America, Inc. (CFDA) is a not-for-profit trade association that leads industry-wide initiatives and whose membership consists of more than 350 of America's foremost womenswear, menswear, jewelry, and accessory designers. In addition to hosting the annual CFDA Fashion Awards, which recognize the top creative talent in the industry, the organization offers programs which support professional development and scholarships, including the CFDA/Vogue Fashion Fund, the Geoffrey Beene Design Scholar Award, the Liz Claiborne Scholarship Award, and the CFDA/Teen Vogue Scholarship. Member support is provided through the Business Services Network, a high-profile group of companies offering designers strategic opportunities.