



COUNCIL OF FASHION DESIGNERS  
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## LUXOTTICA AND CFDA INTRODUCE EXCLUSIVE EYEWEAR CAPSULE COLLECTION FOR VOGUE EYEWEAR

### Luxottica and the Council of Fashion Designers of America Collaborate on a Limited Edition Vogue Eyewear Collection Featuring Designs by Devi Kroell, Kara Ross & Matt Murphy

New York, NY (June 2010) – Luxottica, owner of the Vogue Eyewear brand, is pleased to unveil the new Vogue Eyewear / CFDA Capsule Collection. Luxottica joined the CFDA's Business Services Network in 2009 and presented selected members of the Council of Fashion Designers of America with the opportunity to design a pair of sunglasses for the Vogue Eyewear brand for a limited edition collection.

Vogue Eyewear, a brand best known for producing fashion forward styles at accessible prices, carefully reviewed numerous submissions before ultimately selecting designers Devi Kroell, Kara Ross, and Matt Murphy to create a concise style for Vogue Eyewear's Capsule Collection.

"We wanted to create a project that would support and recognize the extensive contributions that members of the Council of Fashion Designers of America (CFDA) have made to the fashion industry," commented Pierre Fay, Executive Vice President, Luxottica Wholesale North America. "We could not be more thrilled with the interest we received from such high-caliber, talented designers. The three designers selected have each created superb eyewear designs for our brand."

"As a member of the CFDA's Business Services Network, Luxottica extends a creative outlet to our designers, by educating them on the importance of the eyewear category," said Steven Kolb, Executive Director, *CFDA*.

#### Whip - Devi Kroell for Vogue Eyewear

New York based designer, Devi Kroell has traveled the world to bring her sensibilities to the fashion industry with refinement and versatility. Best known for her use of exotic skins, Devi Kroell meticulously translates her signature look into a pair of classic oversized frames. *Whip* exudes a modern safari look with its snakeskin texture in a creamy ivory shade, and gold-toned mirrored lenses. The metal accents on the nose bridge bring together these elements to capture a timeless silhouette into a chic statement piece.



*"I love the idea of hiding behind lenses, so in designing for Vogue Eyewear I wanted to create the ultimate disguise: stylish gold-toned mirrored lenses. The best part about the Vogue Eyewear design collaboration is being able to bring this super chic look to customers at an affordable price."* – Devi Kroell

#### Infinity – Kara Ross for Vogue Eyewear

"Kara Ross is a luxury accessory designer, best known for her bold, modern and elegant fine jewelry, exotic handbags and fashion jewelry designs.

Kara Ross tastefully combines unexpected materials such as lava, jet, wood, and exotic skins with an array of unique gemstones to create some of the most distinctive accessories in the industry.

The *Infinity* frame evokes the spirit and sophistication of Kara's Spring 2010 fine jewelry collection. The square edges of the tortoiseshell acetate frame compliment a variety of face shapes and skin tones. The feminine shape of the infinity link with matte gold detailing juxtaposes the angular



oversized frame, evoking the design spirit inherent in Kara Ross NY.

*"As a jewelry designer, I was especially influenced by the idea of designing sunglasses that were unique and conceived of as a piece of jewelry. In my design for Vogue Eyewear, I took elements from my fine jewelry designs that feature linked zebra wood with 18 kt gold - treating sunwear as jewelry for the face." – Kara Ross*



### **Neo – Matt Murphy for Vogue Eyewear**

NYC-based designer Matt Murphy is no stranger to the word “design”. Best known for his luxury leather goods, his talents have encompassed an array of outlets including furniture, interiors, graphics and his own private label. Matt Murphy creates *Neo*, inspired by the sleek curves and jet-black body of a race car. Attitude and style are melded into this multi-faceted frame with gradient lenses, metal details, and silver racing stripes. Matt Murphy seamlessly translates the modern, empowering essence of a vehicle, into a pair of sleek edgy frames.

*“Partnering with Vogue Eyewear was an exciting challenge for me to design for a new customer. I created these sunglasses with a confident, adventurous, fashion-lover in mind!” – Matt Murphy*

Each style in the Vogue Eyewear / CFDA Capsule Collection retails for \$129,95 and is available in Sunglass Hut stores in MACY’S and other fine department stores starting June 22nd, 2010.

For more information on the collection, please visit [www.vogue-eyewear.com](http://www.vogue-eyewear.com).

### **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.

### **Press contacts**

Luxottica North America

Danielle Martinetti  
Senior Public Relations Manager  
T: 212 – 302 – 1200 ext 41  
e-mail: [dmartinetti@us.luxottica.com](mailto:dmartinetti@us.luxottica.com)

Donatella Caggiano  
Public Relations Manager  
T: 212 – 302 – 1200 ext 40  
e-mail: [dcaggiano@us.luxottica.com](mailto:dcaggiano@us.luxottica.com)