



THE NEW SAFILO EYEWEAR COLLECTIONS ARE THE FOCUS OF THE AD CAMPAIGN

February 2010 – Once again this season the windows of leading opticians will be showcasing the most enticing models in the **SAFILO DESIGN**, **SAFILO GLAMOUR** and **SAFILO SEVENTH STREET** collections.

> Refined and elegant, the new **SAFILO DESIGN** campaign is in tune with the collection's target market, characterized by a strong mood and classy details.

The focus of the sophisticated, glossy black and white photographs is the eyewear models themselves, which are brought to the forefront thanks to the three-quarter length shots designed to accentuate their essential shapes.

The **SAFILO DESIGN** collection for this coming season unveils new optical frames with a contemporary style, designed for those who demand the best, with meticulous craftsmanship and innovative materials.

> The new campaign for the **SAFILO GLAMOUR** collection features enchanting images that exude retro charm, chosen to emphasize the finesse of this collection dedicated to women with a timeless, intriguing style.

With their sophisticated style, **SAFILO GLAMOUR** frames are shown to their best advantage in the new shots. The black and white images are reminiscent of the refined, unmistakable style of 1920s images.

For the coming season the **SAFILO GLAMOUR** eyewear collection unveils strong optical frames with timeless charm and precious details.

> The new **SAFILO SEVENTH STREET** optical frames are at the centre of a vibrant, youthful campaign that celebrates the free and easy lifestyle of their young protagonists. The striking new campaign captures carefree moments in the daily lives of fresh-faced girls and boys.

The new optical frames of the **SAFILO SEVENTH STREET** collection, dedicated to children, are cheerful, inviting and bursting with colour, as well as being extremely comfortable to wear.

The **SAFILO DESIGN**, **SAFILO SEVENTH STREET** and **SAFILO GLAMOUR** eyewear collections, designed by Enzo Sopracolle, are manufactured and distributed by the Safilo Group.

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