



## **Luxottica to play leading role at MIDO 2009**

**Milan, Italy – March 3, 2009 – Luxottica Group** will be at MIDO, the leading International Optics, Optometry and Ophthalmology Trade Show once again this year. The Show will take place at the Fieramilano Rho Pero facility in Milan from the 6<sup>th</sup> to the 9<sup>th</sup> of March, during what has been labeled as the first “world’s fashion accessory week”.

Luxottica’s **stand S01-Z30** will move to Pavilion 9 where once again Luxottica will present itself as a global leader in the market with a magnificent stand, capable of sobriety and style that will impressively and fairly showcase all brands in our portfolio such as Ray-Ban, Arnette, Bulgari, Burberry, Dolce & Gabbana, D&G, Donna Karan, DKNY, Miu Miu , Persol, Polo, Polo Ralph Lauren, Prada, Prada Linea Rossa, REVO, Salvatore Ferragamo, Tiffany, Versace, Versus and Vogue.

About a 1000 Group associates will welcome the over 5000 guests expected to visit the stand during the three day show. The stand contains a vast area dedicated to the trade – about 1300 sq meters filled with 48 working stations and 18 meeting rooms – and a 700 sq meters plaza that functions as elegant display section. Its distinctive minimalist and fresh style offers fairness of space and emphasis to all brands in the Luxottica world.

**Oakley**, brand leader in the optical sport industry that has become part of Luxottica’s brand portfolio in 2007, will continue to have **its own stand, namely n. R11**, more sporty and informal, clear expression of the brands own peculiar attributes.

Fabio d’Angelantonio, Group Marketing Director Luxottica Group, commented “Luxottica’s full participation to MIDO renews the trust put into this remarkable event that Luxottica considers as the number one show in the world for its ability to showcase the eyewear world in the broadest and most thorough possible way.”

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

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Luxottica Group is a global leader in premium fashion, luxury and sports eyewear, with over 6,250 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 and in two wholly-owned plants in China. In 2008, Luxottica Group posted consolidated net sales of €5.2 billion. Additional information on the Group is available at [www.luxottica.com](http://www.luxottica.com).

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