

Uniform Vision: Prada and Luxottica Group to introduce the inaugural Linea Rossa Optical Collection in Athens on May 20, 2009

Athens (Greece) - May 20, 2009 - Of all the body's muscles, the six that govern the movement of the eye are perhaps the most active and precise. Even when the body is at rest -- even asleep! -- the eye is in constant motion. So in honor of these most sportive of organs, Prada and Luxottica Group introduce the Linea Rossa Optical Collection.

Leveraging developments in sports equipment technologies, the new collection builds on the earlier Linea Rossa Sun Collection. The designs employ active sport features such as advanced materials, rubber nose-pads and temple-tips for high performance grip and fit. But the style is easy to wear, simple and informal.

The casual nature is enhanced by powdery shades of army green, stone and dark brown, as well as solid black, white and red, and brilliant semi-transparent acetates in red, blue, green, brown and opaline.

The special announcement event entitled Uniform Vision takes place in Athens on May 20, from 8 to 10pm, and officially celebrates the introduction of the Prada Linea Rossa Optical Collection.

Conceived by the studio 2x4 New York, in collaboration with Prada, the event will feature 60 mannequins dressed in identical outfits (Uniform) sporting optical eyewear that represent the wide stylistic diversity of Linea Rossa Optical Collection (Vision). In addition the environment will be activated with a multi-screen video installation comprised of diverse visual material and optical devices that challenge vision, focus and color perception, designed to give every eyeball a total workout. Music will be provided by Frederic Sanchez.

The Prada Linea Rossa Optical Collection includes the following models:

Models VPS05A

This model deploys technologies typical of high-performance wrap-around sports sunglasses. The frame is formed by a double injection of plastic and rubber in the same mould. Anti-fogging air vents along the top edge yield strong but extremely light-weight structure with a firm, comfortable fit.

Models VPS04A

This sleek, simple model features a thin metal wire that runs along the entire length of the temples, as well as Prada's unmistakable red stripe. The fresh palette of semi-transparent colors includes red, green, blue and brown.

Model VPS03A

A light, original model, featuring an acetate front, sleek metal temples with a thin, integrated flex hinge, and temple tips with rubber end-caps on the inside.

Models VPS54A

Extra light, colorful metal model. This rimless three-piece frame features lenses affixed by screws and plastic and rubber temple tips.

Model VPS06A

A sporty model with injected-nylon frame holding suspended lenses. A striped metal detail divides the bi-color temples. The unique color variations include black front with red or orange temple tips and a daring white, red or orange front with black temple tips. A slightly more understated total black version is also available.

About PRADA Group

The PRADA Group, established in 1913, is one of the world's leading companies in the luxury goods market. Through the Prada, Miu Miu, Church's and Car Shoe brands, the Group manufactures and markets high-quality handbags, leather goods and accessories, footwear, ready-to-wear, eyewear and fragrances. Its products are sold in 78 Countries around the world through 238 directly operated stores and a network of selected, high-end multi-brand shops and luxury department stores. The Group relies on 16 production plants, 14 located in Italy and 2 in Great Britain (for Church's). Group's revenues in 2008 reached 1.65 billion Euros.

About Luxottica Group S.p.A.

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.

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