



VOGUE EYEWEAR CELEBRATES NEW COMMUNICATION CAMPAIGN STARRING EVA MENDES

Los Angeles, March 2013

On March 13th, Beverly Hills will be the setting for the most exclusive party in town: the launch of the new Spring/Summer 2013 communication campaign with internationally-acclaimed actress, Eva Mendes. The global launch will take place at the Simon House, a stunning California estate with sweeping views of Los Angeles, providing the perfect backdrop for a glamorous evening.

The invite-only party will be hosted by the brand's newest ambassador, the breathtaking Eva Mendes who will be the undisputed star of the evening as she celebrates the exciting new partnership with Vogue Eyewear. Inspired by the colourful theme of the campaign, the regal mansion will be transformed into Eva's personal manor. Throughout the night, guests will enjoy exclusive styling experiences and VIP treatments while they preview the latest collection of Vogue Eyewear.

The evening will feature the sounds of stylish New Yorker Hannah Bronfman. Over the past few years, Hannah has quickly become one of the hottest young DJ's on the fashion scene, bringing her love of music and style together in her work.

Mariavittoria Di Stasi, Vogue Eyewear Brand Director, "*The launch of the new Vogue Eyewear communication campaign with Eva Mendes is going to be the most exclusive and glamorous launch event in Los Angeles. The attendance of our ambassador will definitely contribute in making the night unforgettable.*"

The Spring/Summer 2013 communication campaign starring Eva Mendes features six brightly colored images as seen through the lens of renowned fashion photographer, Mario Testino. Playing on the vibrant shades of the eyewear collection and her electric personality, the campaign embraces the divine charm of the talented actress. As the new testimonial for Vogue Eyewear, Eva follows in footsteps of fashion icons, Kate Moss and Gisele Bündchen.

Eva Mendes recently appeared in the highly-praised fantasy, *Holy Motors* and co-stars with Ryan Gosling and Bradley Cooper in Derek Cianfrance's upcoming *The Place Beyond the Pines*.

For more information, please visit:

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For more information on Vogue Eyewear:

www.vogue-eyewear.com

Luxottica Group S.p.A.

Luxottica Group is a leader in premium, luxury and sports eyewear with approximately 7,000 optical and sun retail stores in North America, Asia-Pacific, China, South Africa, Latin America and Europe, and a strong, well-balanced brand portfolio. House brands include Ray-Ban, the world's most famous sun eyewear brand, Oakley, Vogue, Persol, Oliver Peoples, Arnette and REVO, while licensed brands include Giorgio Armani, Bvlgari, Burberry, Chanel, Coach, Dolce & Gabbana, Donna Karan, Polo Ralph Lauren, Prada, Tiffany and Versace. In addition to a global wholesale network involving 130 different countries, the Group manages leading retail chains in major markets, including LensCrafters, Pearle Vision and ILORI in North America, OPSM and Laubman & Pank in Asia-Pacific, LensCrafters in China, GMO in Latin America and Sunglass Hut worldwide. The Group's products are designed and manufactured at its six manufacturing plants in Italy, two wholly owned plants in the People's Republic of China, one plant in Brazil and one plant in the United States devoted to the production of sports eyewear. In 2012, Luxottica Group posted net sales of more than €7.0 billion. Additional information on the Group is available at www.luxottica.com.

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