



Luxottica at the 2014 International Optics, Optometry and Ophthalmology Show

Pavilion 13 – Booth H09 – L16

Milan, February 28th 2014 – Luxottica announces its official participation at the next edition of Mido, the eyewear and optical industry show scheduled from 1st to 3rd March 2014, with a high-impact, completely renovated display area which will feature all the Group's collections.

Alongside with its latest collections, Luxottica will also be communicating the core values of the business: the pride of its heritage and provenience; the craftsmanship; the commitment, along with the OneSight Foundation, for the protection of eyesight everywhere in the world; constant focus on innovation and the ability to reinterpret universal icons in the eyewear world.

Luxottica will also be presenting a variety of new trends and materials.

MATERIALS

For Ray-Ban, the way to revamp classic icons is to use and experiment with new, more high-tech or glamorous materials. The novelties in this respect include LiteForce, a next generation state-of-the-art material featuring extreme lightness and flexibility, as well as carbon fiber and titanium. For lovers of new sensory experiences, velvet - with its colorful look and soft feel - is the latest fashion finish.



Oakley, celebrating the brand's 30th anniversary in 2014, goes back to the future by using materials patented three decades ago, whose performance has never ceased to surprise. "Unobtainium[®]", the material whose grip increases with transpiration, and "Plutonite[®]", an optical material that optimizes impact resistance and has the inherent property of blocking 100% of UV radiation, were the elements that went into the creation of the first Eyeshades[™], the very first glasses designed for sports. These two materials are now once again the key features of the new version of Eyeshades, which is part of the OAKLEY HERITAGE celebration collection. Innovations include a new, improved structure for the nose pads, and the date (2014) engraved inside the temple.



INSPIRATIONS

Persol has drawn inspiration from the Film Noir movies of the 1950s, and from the details of the frames of those days, to create a collection full of fascination and atmosphere. Femmes fatales, detectives and gangsters, plots and drama take shape as if recalled to life by these acetate frames in exclusive colors.



The radiant, romantic femininity of Eva Mendes inspires the sun and optical models created by Charlotte Ronson for Vogue Eyewear – Council of Fashion and Design of America, Design Series: exquisite like the scalloped details on the profiles and temples, fun like the selected color palette, surprising like the floral prints that decorate the inside of the temples in the black and burgundy models.





Luxottica Group S.p.A.

Luxottica Group is a leader in premium, luxury and sports eyewear with over 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. Proprietary brands include Ray-Ban, the world's most famous sun eyewear brand, Oakley, Vogue Eyewear, Persol, Oliver Peoples, Alain Mikli and Arnette while licensed brands include Giorgio Armani, Bulgari, Burberry, Chanel, Coach, Dolce & Gabbana, Donna Karan, Polo Ralph Lauren, Prada, Starck Eyes, 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 2013 Luxottica Group posted net sales of more than Euro 7.3 billion. Additional information on the Group is available at 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 effects of the current uncertain international economic outlook, the ability to successfully acquire and integrate new businesses, the ability to predict future economic conditions and changes to consumer preferences, the ability to successfully introduce and market new products, the ability to maintain an efficient distribution system, the ability to achieve and manage growth, the ability to negotiate and maintain favourable license agreements, the availability of correction alternatives to prescription eyeglasses, fluctuations in exchange rates, changes in local conditions, the ability to protect intellectual property, the ability to maintain relations with those hosting our stores, computer system problems, inventory-related risks, credit and insurance risks, changes to tax regimes as well as other political, economic and technological factors and other risks and uncertainties referred to in Luxottica Group's filings with the U.S. Securities and Exchange Commission. These forward looking statements are made as of the date hereof and Luxottica Group does not assume any obligation to update them.