



## LUXOTTICA GROUP TO EXHIBIT AT THE INTERNATIONAL EYEWEAR SHOW 2017

**Milan, February 2017** – Luxottica Group (MTA: LUX; NYSE: LUX) announced its participation as exhibitor in the next edition of MIDO, the trade show dedicated to eyewear and optics, to be held in Milan from 25 to 27 February 2017. Redesigned for great visual impact, the eyewear giant's booth will be devoted to its proprietary brands **Oakley** and **Ray-Ban**.

As one of the most iconic brands in the industry, Oakley models and collections have always been preferred spontaneously by the best athletes in the world for their sports and athletic performances. Created in California in 1975, Oakley is today one of the world's leading brands in product design and high-performance sports eyewear. Oakley holds more than 750 patents, and leverages its design and innovation expertise to create men's and women's eyewear designed for sports and an active, casual lifestyle.

Founded as far back as 1937 to manufacture lenses for air force pilots and intrepid pioneers, Ray-Ban has become a global legend and earned a reputation as an icon of success, constantly looking into the future for inspiration. The brand is recognized as an eyewear industry leader and continues to explore new frontiers with high-tech lenses that embody its core values: unwavering courage and adventurous spirit.

At MIDO 2017, Luxottica will present the **Oakley** world, and in particular its Prizm lenses, based on a new technology that adjusts visibility for some specific sports and environments. By enhancing colors where the eye is more sensitive to detail, the Prizm lens technology improves performance and ensures greater safety, as it increases visibility without the limitations of traditional coloured lenses.

A large section is dedicated to the **Ray-Ban** brand and its new range of Chromance™ sun lenses, which promises to revolutionize consumers' world view and take their colour experience to the next level. This innovative model accentuates colour contrasts to provide sharper, more defined images, down to the smallest detail. By calibrating light, Chromance™ lenses make the spectrum of visible colours lighter and brighter, filtering out harmful UV rays and eliminating glare, for an even more faithful rendering of all the nuances of reality.

The new Ray-Ban ophthalmic lenses presented at the Luxottica booth are also an impressive combination of cutting-edge design and next-generation technology. Debuting first in Italy and then worldwide by the end of the year, Ray-ban ophthalmic lenses are a natural extension of the brand. From now on, Ray-Ban glasses will really be custom made for the wearer, with lenses that allow the brand's fans to combine the style they love with the ophthalmic lenses they need.

Through advanced manufacturing technologies and painstaking quality controls, the new 100% Ray-Ban ophthalmic lenses can always be perfectly fitted into Ray-Ban frames, whatever the ophthalmologist's prescription. The tolerance check, performed as the last step in the process, ensures that all vision correction needs are perfectly met by the selected Ray-Ban model.

**About Oakley, Inc.**

Established in 1975 and headquartered in Southern California, Oakley is one of the leading product design and sport performance brands in the world. The holder of more than 600 patents, Oakley is a culture of creators, inventors, idealists and scientists obsessed with using design and innovation to create products and experiences that inspire greatness. This philosophy has made Oakley one of the most iconic and inimitable brands on the market, with products that world-class athletes around the globe depend on to compete at the highest level possible. Oakley is known for its High Definition Optics®, which feature unparalleled optical clarity and precision along with impact resistance and UV protection, incorporated into all of the brand's sun, prescription eyewear and premium goggles. Oakley extended its position as the world's leading sports eyewear brand into apparel and accessories. Oakley has men's and women's product lines that appeal to Sports Performance, Active and Lifestyle consumers. Oakley is a subsidiary of Luxottica Group. Additional information is available at [www.oakley.com](http://www.oakley.com).

**About Ray-Ban:**

[www.ray-ban.com](http://www.ray-ban.com)  
[Facebook.com/RayBan](https://www.facebook.com/RayBan)  
[Twitter.com/ray\\_ban](https://twitter.com/ray_ban)  
Instagram: @rayban

**Luxottica Group S.p.A.**

Luxottica is a leader in the design, manufacture and distribution of fashion, luxury and sports eyewear. Its portfolio includes proprietary brands such as Ray-Ban, Oakley, Vogue Eyewear, Persol, Oliver Peoples and Alain Mikli, as well as licensed brands including Giorgio Armani, Burberry, Bulgari, Chanel, Coach, Dolce&Gabbana, Michael Kors, Prada, Ralph Lauren, Tiffany & Co., Valentino and Versace. The Group's global wholesale distribution network covers more than 150 countries and is complemented by an extensive retail network of approximately 8,000 stores, with LensCrafters and Pearle Vision in North America, OPSM and LensCrafters in Asia-Pacific, GMO in Latin America, Salmoiraghi&Viganò in Italy and Sunglass Hut worldwide. In 2016, with more than 80,000 employees, Luxottica posted net sales of over Euro 9 billion. Additional information on the Group is available at [www.luxottica.com](http://www.luxottica.com).

**Safe Harbor Statement**

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