

# Bit Market Services

Informazione Regolamentata n. 0491-74-2015	Data/Ora Ricezione 29 Luglio 2015 18:01:37	MTA
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Societa' : LUXOTTICA GROUP  
Identificativo : 61391  
Informazione  
Regolamentata  
Nome utilizzatore : LUXOTTICAN09 - Senici  
Tipologia : IROS 13  
Data/Ora Ricezione : 29 Luglio 2015 18:01:37  
Data/Ora Inizio : 29 Luglio 2015 18:16:38  
Diffusione presunta  
Oggetto : Luxottica Group and Burberry renew  
eyewear license agreement

*Testo del comunicato*

Vedi allegato.

## **Luxottica Group and Burberry renew eyewear license agreement**

**Milan (Italy), 29 July 2015** - Luxottica Group (MTA: LUX; NYSE: LUX), a leader in the design, manufacture and distribution of fashion, luxury and sports eyewear, and Burberry Group (LSE: BRBY), the global British luxury brand, today announced the renewal of an exclusive license agreement for the development, production and worldwide distribution of sunglasses and prescription frames under the Burberry name. The 10-year agreement will extend to December 31, 2025.

Christopher Bailey, Chief Creative & Chief Executive Officer of Burberry said: *“I am delighted that we will continue to work with Luxottica under this new agreement. Eyewear is an exciting area of our business combining great design with fine craftsmanship in much the same way as many of our iconic products. We look forward to continuing to partner with the industry leader in eyewear, to further unlock the potential of our two brands.”*

*“We’re incredibly pleased to renew our partnership with Burberry,”* said Adil Khan, Luxottica’s CEO of Markets. *“When we came together ten years ago, we set out to translate one of the world’s most iconic luxury brands for the eyewear category and the results have been very gratifying. Burberry will continue to play an important role in our brand portfolio and we look forward to continuing to innovate and craft beautiful products together in the years ahead.”*

The most recent eyewear collection from Burberry, The Gabardine Collection, takes its inspiration from Burberry’s iconic gabardine fabric. First invented by the company’s founder Thomas Burberry in 1879, the lightweight and protective gabardine cloth is woven at the Burberry Mill in Yorkshire for the brand’s heritage trench coats.

### **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. House 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, DKNY, Polo Ralph Lauren, Prada, Michael Kors, 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 2014, Luxottica Group posted net sales of over Euro 7.6 billion. Additional information on the Group is available at [www.luxottica.com](http://www.luxottica.com).

### **Burberry**

Established in 1856, Burberry is a global British luxury brand with a heritage of innovation, craftsmanship and design. The Burberry business comprises five divisions: menswear, womenswear, childrenswear, accessories and beauty. Burberry is headquartered in London and listed on the London Stock Exchange (BRBY.L). Burberry is a constituent of the FTSE 100 index. Visit [www.burberry.com](http://www.burberry.com) for further information.



**BURBERRY**

**Contacts**

Luxottica:  
Alessandra Senici  
Group Investor Relations and Corporate Communications Director  
Tel.: +39 (02) 8633 4870  
Email: [InvestorRelations@luxottica.com](mailto:InvestorRelations@luxottica.com)  
[www.luxottica.com/en/company/investors](http://www.luxottica.com/en/company/investors)

Burberry:  
Venetia Hendy  
Director of Corporate Relations  
T: +44 (0)77699 58767  
E: [venetia.hendy@burberry.com](mailto:venetia.hendy@burberry.com)

Fine Comunicato n.0491-74

Numero di Pagine: 4