

MARCHON

Salvatore Ferragamo

FOR IMMEDIATE RELEASE:

**SALVATORE FERRAGAMO AND MARCHON:
LICENSE AGREEMENT
FROM JANUARY 2012**

Florence, June 6, 2011 – **Salvatore Ferragamo SpA**, holding company of the Ferragamo Group, one of the world's leading players in the luxury sector, has signed a licensing agreement with Marchon Group, a global leader in the eyewear industry. The agreement covers the design, distribution, promotion and sale worldwide of sunglasses and prescription eyewear for both men and women. The "Salvatore Ferragamo" eyewear collection will debut at retail January 2012.

The agreement with Marchon, will aim to further expand the presence of "Salvatore Ferragamo" eyewear in markets around the world. The collections will be sold in Ferragamo shops, department and specialty stores, and select optical shops worldwide.

Salvatore Ferragamo S.p.A.

Salvatore Ferragamo S.p.A. is the parent company of the Salvatore Ferragamo Group, one of the world's main players in the luxury goods sector, which origins could be traced back to 1927. The Group is active in the creation, production and sale of shoes, leather goods, clothing, silk products and accessories, as well as fragrances for men and women. The Group's product range also includes eyewear and watches, manufactured by licensees.

Attention to uniqueness and exclusivity and successful harmony of style, creativity and innovation with typical Made in Italy quality craftsmanship have always been the hallmarks of the Group's products. With about 2.800 employees and a network of 578 mono-brand stores at 31 December 2010, the Salvatore Ferragamo Group operates in Italy and worldwide, with a broad footprint in Europe, the Americas and Asia.

Marchon Eyewear, Inc.

Marchon Eyewear, Inc. is one of the world's largest manufacturers and distributors of quality eyewear and sunwear. Founded in 1983, Marchon is part of the Group Vision Service Plan (VSP). Marchon markets its products under prestigious brand names including: Calvin Klein Collection, ck Calvin Klein, Coach, Diane von Furstenberg, Emilio Pucci, Fendi, Jil Sander, Karl Lagerfeld, Lacoste, Michael Kors, Nautica, Nike and Sean John. Headquartered in New York, with regional offices in Amsterdam, Hong Kong, Tokyo and Venice, Marchon distributes its products through numerous local sales offices serving over 80,000 accounts in more than 100 countries.

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