

BLUFIN Sp.A.

BLUFIN AND DE RIGO VISION ANNOUNCE AN EYEWEAR LICENCE AGREEMENT FOR THE BLUMARINE AND BLUGIRL BRANDS

De Rigo Vision S.p.A., a leading company in the high-range eyewear business, and Blufin S.p.A., an Italian luxury pret-a-porter fashion design company, announce that they have signed a licence agreement for the design, production and worldwide distribution of Blumarine and Blugirl-branded eyewear and sunwear.

Gianguido Tarabini, Single Director of Blufin S.p.A., commented: "This agreement, which represents a crucial advancement for the Blumarine and Blugirl brands, is a further step forward toward the development of our trademarks' "Brand Equity". An incredibly "positive" 2010 in the light of the markets' many and recent confirmations of our projects for growth. I trust that our companies, united by their entrepreneurship and concreteness, will make this licence extremely successful."

Michele Aracri, CEO of De Rigo Vision S.p.A., said: "We are very proud of working with exclusive brands such as Blumarine and Blugirl, so appreciated and renown all over the world for their refined and elegant style.

We are ready to create new eyewear projects in the name of the highest aesthetic and quality standards, thanks to a sophisticated design and exclusive working techniques".

Blumarine eyeglasses, pure Made in Italy luxury, will be high-range products that will stand for femininity and elegance. The Blugirl eyewear collection, instead, will go side-by-side with the Blumarine line, reaching younger women and conveying a romantic and ironic look.

The Blumarine Eyewear and Blugirl Eyewear lines will be distributed through the De Rigo Vision network, which reaches the most exclusive opticians and department stores all over the world, other than at Blumarine and Blugirl boutiques. The new 2011 Collections will be available in stores in November 2010. The licence agreement will last until 2015.

***Blufin S.p.A.**, founded in 1977, has been one of the most stable companies in the international fashion business for more than thirty years. Deeply connected to the area where it is based, it has been able to stand out in the luxury market thanks to the quality and refinedness of its collections, conquering specialized press, top buyers, celebrities and last but not least, its clients. Blufin S.p.A. owns the Blumarine and Blugirl brands. Its products are distributed through a network of some 60 Blumarine flagship stores and 11 Blugirl flagship stores, spread all over the world, and at the most exclusive multibrand stores and department stores.*

***De Rigo S.p.A.** is a worldwide leader in the design, production and distribution of high-end, top quality glasses, and is one of the most important optical goods retailers in Europe thanks to the chains General Optica (Spain and Portugal), Opmar Optik (Turkey) and Boots Opticians (UK), owned by the Group.*

The Group's products are distributed across some 80 countries, especially in Europe, Asia and in the Americas, though 14 commercial subsidiaries and through independent distributors.. The De Rigo brand portfolio includes the house brands Police, Sting and Lozza and the licensed brands Celine, Chopard, Ermenegildo Zegna, Escada, Etro, Fila Eyewear, Furla, Jean Paul Gaultier, Givenchy, Loewe, Switch it, Tous and Victor Hugo.