

Prada Group and EssilorLuxottica announce ten-years licensing renewal

The renewal is a testament to the strong confidence, trust and collaboration between the two companies

Milan, Italy and Paris, France (19 December 2024 – 08:00 am CET) – Prada Group and EssilorLuxottica announce today the renewal of their licensing agreement for the development, production and worldwide distribution of eyewear under the Prada, Prada Linea Rossa and Miu Miu brands.

The existing agreement, expiring on December 31, 2025, has been extended through December 31, 2030, with the provision for renewal until December 31, 2035.

Rooted in a pioneering vision and commitment to excellence, the over twenty-year partnership has shaped a unique approach to luxury that is both timeless and forward-looking. The two companies have taken inspiration from the worlds of fashion and technology to deliver innovative collections that have become a benchmark in the entire industry.

Patrizio Bertelli, Prada Group Chairman, commented: *“We are pleased to announce the renewal of this agreement with EssilorLuxottica, a trusted and long-standing partner with whom we have developed a strong collaboration built on craftsmanship, quality and innovation. This renewal reaffirms our commitment to these values and to our shared vision for the future of eyewear.”*

“Since our paths first crossed, Prada Group has been an extraordinary partner, holding a very special place in our journey. This renewal fills us with pride and marks our shared commitment to embrace the finest expression of luxury eyewear – from refined elegance to bold irreverence and sport-inspired dynamism. Together we aim to deliver even greater innovations in the years to come,” added Francesco Milleri, Chairman and CEO at EssilorLuxottica.

CONTACTS

Prada Group
Prada Group Press Office
e-mail: corporatepress@prada.com

EssilorLuxottica
Marco Catalani – Head of Corporate Communications
e-mail: media@essilorluxottica.com
Giorgio Iannella – Head of Investor Relations
e-mail: ir@essilorluxottica.com

Prada Group

Pioneer of a dialogue with contemporary society across diverse cultural spheres and an influential leader in luxury fashion, Prada Group founds its identity on essential values such as creative independence, transformation, and sustainable development, offering its brands a shared vision to interpret and express their spirit. The Group owns some of the world's most prestigious luxury brands, Prada, Miu Miu, Church's, Car Shoe, the historic Pasticceria Marchesi and Luna Rossa, and works constantly to enhance their value by increasing their visibility and appeal. The Group designs, manufactures and distributes ready-to-wear collections, leather goods and footwear in more than 70 countries through a network of 593 stores (at June 30, 2024) as well as e-commerce channels, selected e-tailers and department stores around the world. The Group, which also operates in the eyewear and fragrances sector through licensing agreements, has 26 owned factories and 14,913 employees.

EssilorLuxottica

EssilorLuxottica is a global leader in the design, manufacture and distribution of ophthalmic lenses, frames and sunglasses. With over 200,000 employees across 150 countries, 650 operations facilities and 18,000 stores, in 2023 the Company generated consolidated revenue of Euro 25.4 billion. Its mission is to help people around the world to see more and be more by addressing their evolving vision needs and personal style aspirations. EssilorLuxottica is home to the most advanced lens technologies including Varilux, Stellest and Transitions, the most iconic eyewear brands including Ray-Ban and Oakley, the most desired luxury licensed brands and world-class retailers including LensCrafters and Sunglass Hut. The Company's OneSight EssilorLuxottica Foundation has given access to sustainable vision care to more than 760 million people in underserved communities. The EssilorLuxottica share trades on the Euronext Paris market and is included in the Euro Stoxx 50 and CAC 40 indices. Codes and symbols: ISIN: FR0000121667; Reuters: ESLX.PA; Bloomberg: EL:FP. www.essilorluxottica.com