



## **SAFILO CHOOSES TO COMMUNICATE THROUGH DLV BBDO**

### **DLV BBDO wins the contract for the Carrera and Oxydo brands**

*Padua, 17 November 2010* – Safilo has recently made the decision to appoint advertising agency, DLV BBDO to manage its Carrera and Oxydo international communication budget. The agency run by Nicola Belli and, at a creative level, by Stefania Siani and Federico Pepe, was selected not only for the creative originality shown during the tender, but also because of the international standing of BBDO, one of the world's major communication networks.

Safilo, a leading company in premium eyewear and a world leader in the optical frames, sunglasses and sports eyewear sector, manages a broad and diversified brand portfolio, which includes house brands Safilo, Oxydo, Blue Bay, Carrera, Smith – and licensed brands selected from the most prestigious international fashion names.

DLV BBDO is already at work implementing the agreed creative projects. The new campaigns will be split into BTL and ATL activities on air starting in early 2011, and are fully expected to boost the international growth already enjoyed by the Safilo Group house brands.

***Safilo Group Press Office***

*Tel. : +39 / 049 / 698 5459*

*Email: [pressoffice@safilo.com](mailto:pressoffice@safilo.com)*