



SUNGLASS HUT OPENS POP UP LENDING LIBRARY WITH THE LATEST EYEWEAR DESIGNS, ON SITE AT MERCEDES-BENZ FASHION WEEK AUSTRALIA

Sydney, Australia, 31st March 2014

As Australia's fashion designers present their new season's collections during Mercedes-Benz Fashion Week Australia (MBFWA) 2014, Sunglass Hut will be showcasing the latest and greatest in eyewear trends at their exclusive media lending library, on-site for the duration of MBFWA.

The Sunglass Hut lending library will have a unique selection of 120 fashion forward styles available for loan.

Media and invited celebrities, influencers and designers will be able to choose from a wide selection of product for loan with a 15 minute stylised consultation.

Delegates can then simply return the sunglasses to pick up a fresh pair for the duration of MBFWA.

Brands available for loan include selected styles from Burberry, DKNY, Dolce & Gabbana, Emporio Armani, Giorgio Armani, Miu Miu, Persol, Prada, Tory Burch, Versace and Vogue Eyewear.

The Sunglass Hut lending library will be complete with mobile phone/tablet charging stations. The container will also include a social media photo booth, including a tailored instagram function that posts photos instantly from media's mobile devices to their instagram account simply by using #SGHrunway.

**Sunglass Hut
Lending Library
Opening Hours:**

10am – 5pm Monday 7th April to Thursday 10th April

**For more
information
please contact:**

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Sunglass Hut
www.sunglasshut.com

Sunglass Hut is the biggest sunglass specialty retailer in the world with over 2,700 retail locations. With a global reputation for premium sunglass brands, Sunglass Hut offers the latest designer brands along with outstanding customer service. Sunglass Hut stores are located throughout the United States, Canada, the Caribbean, Europe, Australia, New Zealand, Hong Kong, Singapore, Middle East and South Africa.

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. Proprietary 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, Donna Karan, Polo Ralph Lauren, Prada, 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 2013 Luxottica Group posted net sales of more than Euro 7.3 billion. Additional information on the Group is available at www.luxottica.com.

Safe Harbor Statement

Certain statements in this press release may constitute "forward looking statements" as defined in the Private Securities Litigation Reform Act of 1995. Such statements involve risks, uncertainties and other factors that could cause actual results to differ materially from those which are anticipated. Such risks and uncertainties include, but are not limited to, the ability to manage the effects of the current uncertain international economic outlook, the ability to successfully acquire and integrate new businesses, the ability to predict future economic conditions and changes to consumer preferences, the ability to successfully introduce and market new products, the ability to maintain an efficient distribution system, the ability to achieve and manage growth, the ability to negotiate and maintain favourable license agreements, the availability of correction alternatives to prescription eyeglasses, fluctuations in exchange rates, changes in local conditions, the ability to protect intellectual property, the ability to maintain relations with those hosting our stores, computer system problems, inventory-related risks, credit and insurance risks, changes to tax regimes as well as other political, economic and technological factors and other risks and uncertainties referred to in Luxottica Group's filings with the U.S. Securities and Exchange Commission. These forward looking statements are made as of the date hereof and Luxottica Group does not assume any obligation to update them.