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## VISA CASH APP RB ANNOUNCES PARTNERSHIP WITH HUGO EYEWEAR



Visa Cash App RB Formula One™ Team, is thrilled to announce its partnership with HUGO Eyewear, designed and manufactured by Safilo Group S.p.A, starting this season.

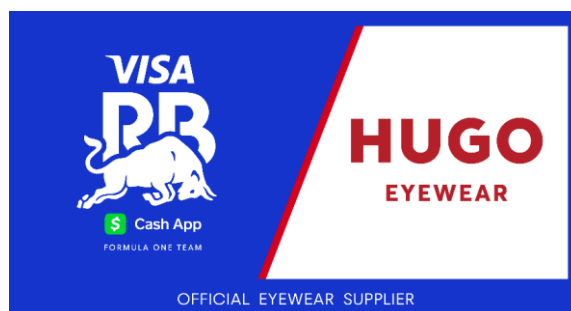
Leveraging the global appeal of F1™ and delivering its signature authentic style, HUGO Eyewear will be the Official Eyewear Partner of the VCARB team. Its bold designs will be represented in official images starring our two drivers, Daniel Ricciardo and Yuki Tsunoda.

"Since the start of this year, our HUGO team kit has been getting envious glances wherever we go", **Peter Bayer, CEO of Visa Cash App RB Formula One™ Team**, comments, "and now we're delighted that HUGO Eyewear has come on board to complete our look perfectly with a great range of sunglasses and frames. With their cutting edge design and robust construction, they are made for risk takers and a perfect fit for the team and Formula 1."

The HUGO Eyewear collection – created for rule-breakers, risk-takers, and youthful dressers – features one-of-a-kind sunglasses and optical frames with unconventional and on-trend design details. The collection includes the *Authentic Line*, which comprises gender-neutral eyewear branded with multiple interpretations of the HUGO logo, for a strong statement-aligned Gen-Z style, as well as the *Contemporary Line*, crafted with the planet in mind and made from bio-based and recycled materials.

This partnership promises to exhilarate and resonate with HUGO's Gen-Z audience and echo the thrill of F1™, leveling up the hype and combining the power of both sport and fashion within the brand's core platform, HUGO Your Way.

High-resolution images can be downloaded [here](#).





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#### About HUGO and HUGO BOSS:

HUGO, the younger of the two HUGO BOSS brands, provides a platform for self-expression and an authentic way of dressing. Globally engaged and culturally fluent, the brand crafts clothes with individuality and attitude for those who dare to break with convention; those who set trends rather than follow them. Additionally, HUGO-licensed fragrances, watches, eyewear and kidswear all capture a youthful spirit. HUGO BOSS is one of the leading companies positioned in the premium segment of the global apparel market. The group offers collections in 131 countries at around 7,800 points of sale and online in 73 countries via hugoboss.com. With approximately 19,000 employees worldwide, the company, based in Metzingen (Germany), posted sales of EUR 4.2 billion in the fiscal year 2023.

#### About Safilo Group

Safilo is a global player in the eyewear industry that has been creating, producing, and distributing for over 90 years sunglasses, prescription frames, outdoor eyewear, goggles and helmets. Thanks to a data-driven approach, Safilo goes beyond the traditional boundaries of the eyewear industry: in just one company it brings together Italian design, stylistic, technical and industrial innovation, and state-of-the-art digital platforms, developed in its digital hubs in Padua and Portland, and made available to Opticians and Clients for an unmatched customer experience. Guided by its purpose, See the world at its best, Safilo is leading its Group legacy, founded on innovation and responsibility, onwards towards the future.

With an extensive global presence, Safilo's business model enables it to monitor its entire production and distribution chain. From research and development in five prestigious design studios, located in Padua, Milan, New York, Hong Kong and Portland, to its company-owned production facilities and network of qualified manufacturing partners, Safilo Group ensures that every product offers the perfect fit and meets high quality standards. Reaching approximately 100,000 selected points of sale worldwide with an extensive wholly owned network of subsidiaries in 40 countries and more than 50 partners in 70 countries, Safilo's well-established traditional wholesale distribution model, which encompasses eyecare retailers, chains, department stores, specialized retailers, boutiques, duty free shops and sporting goods stores, is complemented by Direct-to-Consumer and Internet pure player sales platforms, in line with the Group's development strategies.

Safilo Group's portfolio encompasses home brands: Carrera, Polaroid, Smith, Blenders, Privé Revaux and Seventh Street. Licensed brands include: Banana Republic, BOSS, Carolina Herrera, Dsquared2, Etro, Eyewear by David Beckham, Fossil, havaianas, HUGO, Isabel Marant, Juicy Couture, Kate Spade New York, Levi's, Liz Claiborne, Love Moschino, Marc Jacobs, Missoni, M Missoni, Moschino, Pierre Cardin, PORTS, rag&bone, Stuart Weitzman, Tommy Hilfiger, Tommy Jeans and Under Armour.

The parent company, Safilo Group S.p.A., is listed on the Euronext Milan organized and managed by Borsa Italiana (ISIN code ITOO046O4762, Bloomberg SFL.IM, Reuters SFLG.MI). In 2023, Safilo Group recorded net revenues for Euro 1,024.7 million.

HUGO.com  
INSTAGRAM: [instagram.com/hugo\\_official](https://www.instagram.com/hugo_official)  
FACEBOOK: [facebook.com/hugo](https://www.facebook.com/hugo)  
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