

## **ESSILORLUXOTTICA AND DIESEL ANNOUNCE A TEN-YEAR LICENSING AGREEMENT**

**Charenton-le-Pont, France and Milan, Italy (18 June 2024)** – EssilorLuxottica and Diesel announced today that they have signed an exclusive license agreement for the design, manufacture, and worldwide distribution of Diesel eyewear.

The agreement will be effective immediately until December 31, 2029, with an automatic renewal option of an additional five years. The first collection under the agreement will be available on the market from Q1 2025.

The agreement combines Diesel's bold, fearless and provocative style with the unique craftsmanship, innovation and distribution capabilities of EssilorLuxottica, building on the first collaboration the two companies successfully started in 2022.

The new collections will be developed under the leadership of Diesel Creative Director Glenn Martens and will play in a daring and irreverent way with materials and technologies, embracing Diesel's growing base of Gen Z brand builders and offering genderless products for diverse backgrounds.

"We have long admired Renzo Rosso for his truly disruptive entrepreneurial vision and his unconventional approach. We are excited to share that spirit with consumers around the world, bringing them innovative and highly creative eyewear that is unique to Renzo and the Diesel DNA," commented Francesco Milleri, Chairman and CEO of EssilorLuxottica.

"I am very proud of the partnership with EssilorLuxottica, a global leading group that stands out for its extreme quality and exceptional know-how. Diesel is becoming one of the coolest fashion brands, and thanks to its modern and inclusivity-driven approach, it's increasingly catching the attention of younger generations. I am sure that this agreement will mark a milestone in the brand's new path and will contribute to consolidating its global positioning" - commented Renzo Rosso, Chairman of OTB Group and Founder of Diesel.

### **About 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](http://www.essilorluxottica.com)

Marco Catalani – Head of Corporate Communications

e-mail: [media@essilorluxottica.com](mailto:media@essilorluxottica.com)

Giorgio Iannella – Head of Investor Relations

e-mail: [ir@essilorluxottica.com](mailto:ir@essilorluxottica.com)

## **About Diesel:**

Diesel is an innovative international lifestyle company, founded by Renzo Rosso in 1978. Rooted in denim mastery and evolved into being a leader in premium fashion, Diesel is now a true alternative to the established luxury market. Since 2020, Diesel's collections are overseen by creative director Glenn Martens, including apparel, accessories and a wide range of lifestyle collaborations: from fragrances, watches and jewelry to interior design and real estate projects with Diesel Living.

Discovering, supporting, and fostering creativity is part of Diesel DNA and of its parenting company OTB, the international fashion and luxury group powering a variety of global iconic brands and companies.

For more information please contact:

Diesel HQ Press Office: +39 0424 477555 | [press@diesel.com](mailto:press@diesel.com)