



ANFAO

## **EXCELLENCE IN ITALIAN EYEWEAR PRESENTED ON MOSCOW RUNWAYS**

**“Made in Italy” maintains its popularity  
in the Russian market for the 4th year;  
its assured success further confirms  
the leadership role of Italian Style**

Moscow, March 10, 2007- In the historical setting of Moscow, against the backdrop of the Pushkin Literary Museum, located in the southwest part of the city center, the ultimate in Italian eyewear will be on parade for the fourth consecutive year, in a preview presentation for the Russian market of the fashion trends for Spring-Summer 2007. A not-to-be-missed appointment, this illustrious showcase for Made in Italy eyewear bears the imprimatur of Roberto Pelo, Director of the Moscow branch of Italy’s Institute for Foreign Trade (I.C.E.), and Cirillo Marcolin, President of ANFAO.

The theme of this year’s fashion show is based on a duality -- between past and future -- that finds balance among expression and anticipation, a bridge between the old and the new, and offers eyeglass cases and frames, sunwear and prescriptive eyewear, for living... by day and night... where purity of line is offset by traces of vivid color: red and black for a theatrical Latin look, or the barest hints of tint.

One hundred pair of sunglasses and spectacles for men, women, teens and children, will be the real stars of the show – offering a panorama of top quality products in perfect Italian style.

*“Italian eyewear has won over the prime international markets, thanks to its innovative design and the creative ability to always be so fashion-forward and trend-setting – says Anfao President Cirillo Marcolin; Russia is an extremely*

*appealing market for us that offers huge potential. Its attraction to everything Made in Italy is more and more focused on goods that offer quality and style."*

*"In 2006 alone – points out Mr. Pelo, Director of ICE in Moscow – exports of Italian eyewear to Russia increased by approx. 20% and, considering the upward trend of Russian incomes, we believe that over the next few years, Italian goods will become accessible to an ever broader base of consumers."*

Moscow's fashion runways are an amazing showcase for approx. 40 Italian manufacturers, an opportunity made possible only through the combined efforts of Anfao, the Italian Optical Goods Manufacturers' Association, and ICE, Italy's Institute for Foreign Trade and the Ministry of International Trade, offering a unique opportunity for Italian creativity to intensify its reputation for unsurpassed artistry and passion.

**For information contact:**

Fast-Com – Anfao Press Office

Francesca Magrotti - Tel: +39 02 46.91.501 (ext.268)

francesca.fastcom@grupposantagostino.com

Stefania Valenti - Tel: +39 02 46.91.501 (ext.264)

stefania.fastcom@grupposantagostino.com

ICE offices in Moscow - tel....

mosca@mosca.ice.it