



ANFAO

EXCELLENCE IN ITALIAN EYEWEAR PRESENTED ON SHANGHAI'S RUNWAYS

**“Made in Italy” maintains its popularity
in the Chinese market for the 3rd year;
its assured success further confirms
the leadership role of Italian Style**

Shanghai, March 7, 2007- In the sparkling setting of the modern city of Shanghai, against the same backdrop as the recent Bund18, the ultimate in Italian eyewear will be on parade for the third consecutive year, in a preview presentation for the Chinese market of the fashion trends for Spring-Summer 2007. A not-to-be-missed appointment, this key showcase for Made in Italy eyewear is focused on an important and growing market like the one in this cosmopolitan Asian city.

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; China 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.”

Shanghai's fashion runways offer an amazing showcase for 36 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.

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