

AEFFE

BLUFIN S.p.A.

The Collaboration between AEFfe and Blufin S.P.A. continues

Signed a New License Agreement for the development of the Blugirl Folies collection

San Giovanni in Marignano, 18 April 2012 – Velmar –a company controlled by AEFfe SpA – and Blufin S.p.A. announce the signing of a long term license partnership for the design, production and international distribution of the young line under the Blugirl Folies brand. The collection will be present in the best multi-brand stores starting from Spring-Summer 2013.

The collaboration between Blufin SpA and AEFfe Group, that began in 2000 for the development of Blugirl Underwear and Beachwear collections, is thus strengthened.

AEFFE, an Italian group specialized in the production and distribution of luxury goods under its own brands and under license, with branches in Europe, in the United States and Japan, has resulted to be the ideal partner for the development of the Blugirl Folies brand which aims at meeting young and international clients.

Simone Badioli, CEO of AEFfe group, while expressing his satisfaction with the agreement signed, comments: "The profitable collaboration with Blufin is part of our strategy for developing distinctive and highly attractive licenses and evidence of our multibrand platform potentialities".

Gianguido Tarabini, CEO of Blufin SpA, declares: "Choosing Velmar means for us the ideal partner for further development of the Blugirl Folies brand's growth. The collaboration already underway with this company has allowed me to know this reality, to appreciate its creativity, worth and potential".

AEFFE S.p.A., a company listed on the STAR segment of the Italian stock exchange, is today one of the main international entities in the luxury goods sector. AEFfe S.p.A. operates through manufacturing and distribution of prestigious brands such as Alberta Ferretti, Philosophy di Alberta Ferretti, Moschino, Moschino CheapandChic, Pollini, Jean Paul Gaultier, Cacharel and Cedric Charlier.

Blufin S.p.A., which was founded in 1977, has been one of the most solid companies in the panorama of international fashion for over thirty years. Deeply rooted in the territory, it has made a name for itself in the luxury fashion market thanks to the quality and sophistication of its proposals, gaining the favor of the specialized press, top buyers, celebrities and, of course, its clientele.

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