

LUXOTTICA GROUP SPA
Form 6-K
July 31, 2015

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

Form 6-K

**REPORT OF FOREIGN PRIVATE ISSUER
PURSUANT TO RULE 13a-16 OR 15d-16 UNDER
THE SECURITIES EXCHANGE ACT OF 1934**

July 31, 2015

COMMISSION FILE NO. 1 - 10421

LUXOTTICA GROUP S.p.A.

Piazzale Cadorna 3, MILAN, 20123 ITALY
(Address of principal executive office)

Indicate by check mark whether the registrant files or will file annual reports under cover of Form 20-F or Form 40-F. Form 20-F Form 40-F

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(1):

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(7):

Indicate by check mark whether by furnishing the information contained in this Form, the registrant is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934. Yes No

If Yes is marked, indicate below the file number assigned to the registrant in connection with Rule 12g3-2(b): 82-

Set forth below is the text of a press release issued July 31, 2015

Milan (Italy), July 31, 2015 Notice is hereby provided that the required Form 3F under CONSOB Regulation no. 11971/1999 was filed today by Luxottica Group S.p.A. to disclose the transactions set forth below which were executed during the month of July 2015 in order to enhance the market liquidity of Luxottica Group's ordinary shares. These transactions were carried out on the Mercato Telematico Azionario (MTA), organized and managed by Borsa Italiana S.p.A. in compliance with CONSOB's market practices permitted under resolution no. 16839 adopted on March 19, 2009 regarding activity to support market liquidity.

The Form in Italian is available on the Company's website (www.luxottica.com) under the Company/Investors/Shareholding/Liquidity-Enhancement section, and on the authorized central storage platform eMarket Storage at www.emarketstorage.com.

| Trade date | Market | Type of Transaction (Purchase/Sale) | Luxottica Group Shares Quantity | Currency | Average Price | Number of trades |
|---------------|--------|-------------------------------------|---------------------------------|----------|---------------|------------------|
| July 1, 2015 | MTA | Purchase | 11,000 | Euro | 60.38 | 25 |
| July 1, 2015 | MTA | Sale | 7,500 | Euro | 60.83 | 24 |
| July 2, 2015 | MTA | Purchase | 9,000 | Euro | 60.06 | 41 |
| July 2, 2015 | MTA | Sale | 3,656 | Euro | 60.50 | 15 |
| July 3, 2015 | MTA | Purchase | 11,421 | Euro | 59.83 | 32 |
| July 3, 2015 | MTA | Sale | 8,845 | Euro | 60.18 | 20 |
| July 6, 2015 | MTA | Purchase | 26,579 | Euro | 58.90 | 86 |
| July 6, 2015 | MTA | Sale | 10,003 | Euro | 59.26 | 34 |
| July 7, 2015 | MTA | Purchase | 27,000 | Euro | 58.13 | 72 |
| July 7, 2015 | MTA | Sale | 13,084 | Euro | 58.86 | 39 |
| July 8, 2015 | MTA | Purchase | 8,540 | Euro | 57.22 | 19 |
| July 8, 2015 | MTA | Sale | 20,000 | Euro | 57.78 | 59 |
| July 9, 2015 | MTA | Sale | 24,913 | Euro | 59.59 | 71 |
| July 10, 2015 | MTA | Purchase | 1,520 | Euro | 60.43 | 6 |
| July 10, 2015 | MTA | Sale | 25,517 | Euro | 61.25 | 58 |
| July 13, 2015 | MTA | Purchase | 6,000 | Euro | 62.32 | 19 |
| July 13, 2015 | MTA | Sale | 15,000 | Euro | 62.51 | 46 |
| July 14, 2015 | MTA | Purchase | 12,000 | Euro | 61.88 | 38 |
| July 14, 2015 | MTA | Sale | 4,807 | Euro | 62.09 | 13 |
| July 15, 2015 | MTA | Purchase | 1,327 | Euro | 62.05 | 7 |
| July 15, 2015 | MTA | Sale | 17,292 | Euro | 63.09 | 64 |
| July 16, 2015 | MTA | Sale | 11,901 | Euro | 64.55 | 42 |
| July 17, 2015 | MTA | Purchase | 4,540 | Euro | 64.93 | 17 |
| July 17, 2015 | MTA | Sale | 7,000 | Euro | 65.34 | 17 |
| July 20, 2015 | MTA | Sale | 7,037 | Euro | 65.91 | 31 |
| July 21, 2015 | MTA | Purchase | 7,500 | Euro | 65.66 | 12 |

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|---------------|-----|----------|-------|------|-------|---|
| July 22, 2015 | MTA | Purchase | 709 | Euro | 65.25 | 5 |
| July 23, 2015 | MTA | Purchase | 2,000 | Euro | 65.88 | 6 |

| | | | | | | |
|---------------|-----|----------|--------|------|-------|----|
| July 23, 2015 | MTA | Sale | 2,000 | Euro | 66.00 | 8 |
| July 24, 2015 | MTA | Purchase | 3,291 | Euro | 65.46 | 8 |
| July 27, 2015 | MTA | Purchase | 16,145 | Euro | 64.59 | 74 |
| July 27, 2015 | MTA | Sale | 3,000 | Euro | 65.26 | 7 |
| July 28, 2015 | MTA | Purchase | 1,435 | Euro | 65.10 | 4 |
| July 28, 2015 | MTA | Sale | 6,080 | Euro | 65.55 | 23 |
| July 29, 2015 | MTA | Sale | 3,065 | Euro | 66.31 | 11 |
| July 30, 2015 | MTA | Purchase | 1,000 | Euro | 66.00 | 2 |
| July 31, 2015 | MTA | Purchase | 3,000 | Euro | 65.72 | 6 |

July 2015 Summary

| Purchase/Sale | Luxottica Group Shares Total Quantity | Total Number of Transactions |
|---------------|--|---------------------------------|
| Purchases | 154,007 | 479 |
| Sales | 190,700 | 582 |

Contacts

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www.luxottica.com/en/company/investors

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Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

LUXOTTICA GROUP S.p.A.

Date: July 31, 2015

By:

/s/ MICHAEL A. BOXER
MICHAEL A. BOXER
Group General Counsel