

LUXOTTICA GROUP SPA
Form 6-K
August 02, 2010

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**

August 2, 2010

COMMISSION FILE NO. 1 - 10421

LUXOTTICA GROUP S.p.A.

VIA C. CANTÙ 2, 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 on August 2, 2010.

Luxottica: monthly update on share buyback program

Milan, Italy August 2, 2010 - In connection with the share buyback program approved at the Shareholders Meeting on October 29, 2009, and launched on November 16, 2009, Luxottica Group S.p.A. (NYSE: LUX; MTA: LUX) announced today that during the month of July it purchased under that buyback program an aggregate amount of 460,000 shares on the Milan Stock Exchange's Mercato Telematico Azionario (MTA) at an average unit price of Euro 19.49 per share, for an aggregate amount of Euro 8,965,478.

In parallel, Luxottica Group's subsidiary, Arnette Optics Illusions Inc., sold during the same period on the MTA an aggregate amount of 106,000 treasury shares, at an average unit price of Euro 19.17 per share, for an aggregate amount of Euro 2,031,623.

Since the launch of the program, Luxottica Group purchased an aggregate total amount of 3,283,866 of its shares, at an average unit price of Euro 18.65 per share, for an aggregate amount of Euro 61,228,683. In parallel, Luxottica Group's subsidiary Arnette Optics Illusions Inc. sold an aggregate total amount of 3,108,307 treasury shares, at an average unit price of Euro 18.37 per share, for an aggregate amount of Euro 57,087,285.

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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: August 2, 2010

By: */s/ ENRICO CAVATORTA*
ENRICO CAVATORTA
CHIEF FINANCIAL OFFICER