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MARCH - APRIL 2017

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ADVERTISING

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SEEING BEYOND

MARCH - APRIL 2017

Living the Good Light
at Transitions Academy
2017

Nico Roseillier:
Balance in Design
and Life

ATHLETIC
EYEWEAR

Gives
Competitive
ADVANTAGE

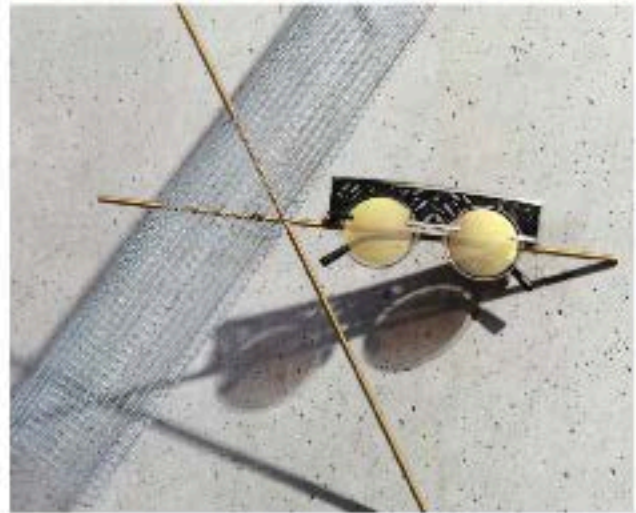
Athletic Eyewear Give

Sàfilo introduces Atelier Eyewear with Elie Saab Couture and OXYDO

Sàfilo Group opens its Atelier Division with Elie Saab Couture and OXYDO, the first brands to offer exquisite and differing Atelier Eyewear expressions. The new OXYDO sunglasses collection was showcased to selected clients during MIDO 2017.

Atelier offers to the most discerning customers across the world an exclusive new eyewear selection of highly sophisticated brands. These are the most refined products, expertly crafted in Italy, representing outstanding quality and exquisite artisanship. Aesthetic unicity, intricate details and superior materials combine to create innovative compositions. Sàfilo's Atelier represents a most refined eyewear concept in the context of design, art and fashion trends. It will be available in the most exclusive specialist optical and fashion boutique stores, rigorously selected across the world. The Atelier brands will be presented in bespoke collections, designed with limited pieces in capsule collections, and exclusive limited editions made to order.

Sàfilo Group designs, creates, manufactures and distributes its iconic eyewear collections derived from a prestigious and unique portfolio of international brands that spans the key eyewear segments of fashion luxury with Dior, Jimmy Choo and Fendi; premium fashion with Max Mara and Hugo Boss; contemporary lifestyle with Carrera, Marc Jacobs, Tommy Hilfiger, kate spade new york and Fossil; sports-inspired Smith; and mass cool with Polaroid, havaianas and Swatch-the-Eyes.



"With Atelier, we enter as per our 2020 strategic plan the segment of super luxury eyewear. It offers very interesting growth and profitability rates. Because we have made high-quality product and distribution differentiation the bedrock of our corporate strategy over the past few years, we can now scale that to match precisely the requirements of the super luxury business model," says Luisa Delgado, CEO of Sàfilo. "We are delighted to debut with two exquisite brands – Elie Saab Eyewear Couture of unparalleled sophistication, and our own OXYDO, blending trailblazing technology and art-inspired-beauty. In both, we have brought to life in market-disruptive ways our renowned product savoir faire, heritage and innovation capabilities."

Westgroupe Introduces New KLiK denmark Merchandising Program

WestGroupe announces the launch of all new merchandising and point of sale material for the KLiK denmark brand.

The KLiK denmark merchandising material mirrors the minimalist design of the eyewear brand. Drawing inspiration from Scandinavian design aesthetic, the new merchandising material features solid contours and clean lines in KLiK denmark's signature red color. The 3-piece collection includes a name plate, a 5-piece display and a mirror. Constructed from high density cardboard layered with plexi, the new displays are lightweight yet durable and eco-friendly.

"Showcasing our product in a more eco-friendly way was at the forefront of our mind throughout the design process for the new merchandising material," says Beverly Suliteanu, WestGroupe Vice President of Product Development. "We also took into consideration the valuable feedback we get from our customers as to what is important to them when it comes to merchandising materials. The resulting collection of displays is not only beautiful, but speaks to the true essence of the KLiK denmark brand."

