



## Safilo: a new exclusive partnership for Saudi Arabia

Dr. Mazen Fakeeh C.

Healthcare Company has been a partner for the Padua-based group since mid-month

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## Contemporary Nomadism

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# DaTE

Shaping avantgarde

## Avant-garde eyewear goes to Florence

DaTE will take place between 23 and 25 September 2017 at the Leopolda

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## WestGroupe: new partnership with Spectill

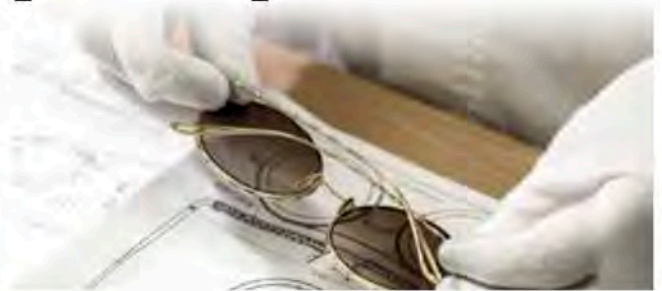
WestGroupe has appointed Spectill as its new distributor for their Fysh UK, KLiiK denmark and Superflex brands in South Africa. This partnership began in May 2017 and aims to facilitate the sale of WestGroupe's three collections in South



Africa by combining WestGroupe's eyewear expertise with Spectill's knowledge of the local market.

"Over the past 20 years, Spectill has established itself as the leading optical supply company in South Africa. Their focus on developing solid, mutually beneficial, long-term relationships and their understanding of the South African eyewear market lead us to believe that this new partnership will strengthen our position and business in South Africa", said WestGroupe President, Michael Suliteanu. Craig Till, Managing Director for Spectill, commented: "The South African market is constantly looking for innovative, high quality frames and I think that these collections are the perfect fit".

## Safilo: a new exclusive partnership for Saudi Arabia



Safilo Group announced an exclusive distribution agreement with Dr. Mazen

Fakeeh C. Healthcare Company for the Kingdom of Saudi Arabia, starting from mid-June 2017.

Concurrently, the Group renews its partnership with Optitalia Gulf for the independent retail distribution across Safilo's other GCC countries, building on its partnership of over 25 years.

A world-class eyewear experience will be offered to local retailers in the Kingdom of Saudi Arabia in the two new Jeddah and Riyadh showrooms.

In 2016, the Group saw exceptionally strong growth across its IMEA region, with double-digit growth for the second consecutive year. The dedicated regional focus served to build awareness and distribution of Safilo's brand portfolio across the GCC countries and channels.

## Alyson Magee is back

Seven years on from her debut line - licensed by Alain Mikli - and after more than three decades designing for the world's best known luxury brands, Alyson Magee returns to the helm of her eponymous line with a new collection of sun and optical frames for men and women: Foundations.



Magee creates a perfect tension between aesthetics and engineering in her frames; an almost jarring light treatment juxtaposes the manicured styling and structural direction throughout. This is also translated across the collection with the punctuation of classic square and circular shapes with vibrant colour, refined by her focus on micro details and tempered with complex constructions that push conventional boundaries. Magee says, "It was about taking it back to the start, challenging the status quo and sharing designs that are unique. I really think these frames can form the basis of any discerning eyewear enthusiast's collection."

## Oakley is the Title Sponsor of Mugello

Dorna Sports and Oakley announced global eyewear brand Oakley as the Title Sponsor of the Italian Grands Prix in both 2017 and 2018, with the events to be known as the Gran Premio d'Italia Oakley.



Oakley, as a longstanding partner of MotoGP, is the Official Eyewear Supplier to the Championship as well as being the brand of choice for many of the best riders in the world - including 9-time World Champion Valentino Rossi and reigning Champion Marc Marquez. This new agreement includes the iconic Oakley name displayed around the Autodromo Internazionale del Mugello during one of the most spectacular events on the calendar.

"This partnership will allow Oakley to bring the brand's leading MotoGP heritage, products, technologies and innovations to athletes and fans around the world", said Cuan Petersen, Vice President Sports Marketing Oakley.