

De Rigo Group unveils new Furla eyewear collection



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The De Rigo Group, a world leader in the eyewear industry, has introduced its latest collection for Italian fashion and lifestyle brand Furla. The new models were presented to the trade at the recent TFWA World Exhibition in Cannes.

Described as a tribute to the company's timeless elegance and iconic Italian style, this collection expertly combines different materials and colors inspired by the marine world with Furla's signature Arch symbol, to evoke a sense of sophistication and modernity.

De Rigo signed its first licensing agreement for the design, production and worldwide distribution of Furla's eyewear collections back in 2007. The collections are now available in select travel retail locations, online, in Furla boutiques and in leading optical stores.

There are six new styles of sunglasses available, each of which is enriched with distinctive details, such as the double woven metal arches and customized acetates inspired by the colors of seashells. The collection features contemporary shapes that evoke the geometric lines and sharp corners of the sought-after Furla bag portfolio, showcasing a bold, contemporary style.

Incorporating both new takes on best-sellers and brand new elements, each sunglasses style expresses a unique identity, demonstrating the versatility of the collection and its ability to adapt to different faces and personal preferences, celebrating the natural beauty and individuality of each woman.

Collection highlights include:



Model SFU811; these acetate sunglasses feature a faceted and wide front piece for a contemporary, sophisticated look. They are available in various color variants with a striped effect on the front piece for a finish that evokes the texture of seashells



Model SFU820; these sunglasses feature an on-trend oversized round shape. This model is available in delicate green and blue tones, which pay tribute to the sweet Venetian lagoon atmosphere, in line with the concept of the Furla bag collection