

EssilorLuxottica & Dufry launch Ray-Ban Stories portfolio



The latest innovation in wearable tech, the Ray-Ban Stories portfolio offers cutting-edge meta technology and features 28 style, color and lens variations

EssilorLuxottica and Dufry's World Duty Free stores partnered to create a digitally driven campaign to launch the ground-breaking Ray-Ban Stories smart glasses and smart sunglasses portfolio at Heathrow Airport over the summer.

The latest innovation in wearable tech, the portfolio offers camera and audio functionalities, combining cutting-edge meta technology with iconic Ray-Ban style and features 28 style, color and lens variations.

Meta and EssilorLuxottica worked together to integrate smart technology into eyewear, including dual cameras to capture photos and videos, open-ear speakers for audio, and three built-in microphones to deliver rich voice and sound quality for calls and videos – all without compromising style, comfort, and aesthetic.

Dufry is EssilorLuxottica's first partner in the travel retail space to launch the innovative new portfolio, while Ray-Ban is the first sunglasses brand to join Dufry's 360 marketing plan Emotion + in London. The marketing plan includes both offline and online visibility and consumer activations.

The in-store activations for the launch campaign include a dedicated pop-up at Heathrow T3 where

consumers can try on Ray-Ban Stories and listen to Ray-Ban Spotify playlists. Brand visibility is maximized via a takeover of the digital screens in Heathrow T3 and in two other dedicated areas in T3 and T5.

Online activity is comprised of a Ray-Ban Stories dedicated campaign page on Heathrow's website, a paid media campaign to redirect traffic to the WDF UK website and Reserve & Collect web pages, as well as a customized newsletter sent via e-mail to Red By Dufry members. Red By Dufry members can also enter a draw to win tickets to the All Points East festival via an in-store contest.

Ray-Ban Stories are now available across four Dufry locations in the UK (London Heathrow T3 and T5, Manchester, London Stansted), as well as Milan Linate Airport.

"This partnership marks the latest chapter in our long-standing partnership with Dufry and we are honored to be the first sunglasses' brand to be part of their new Emotion+ marketing plan in Heathrow. This campaign reaches travelers at every touchpoint and is in line with the innovative nature of the Ray-Ban Stories range," says Erika Leali, Global Marketing Manager Travel Retail at Luxottica.

"Our Emotion+ marketing approach leverages Dufry's digital and in-store assets to create a truly omni-channel customer's journey. EssilorLuxottica has amazingly captured the plan's spirit, delivering a standout activation with Ray-Ban Stories' sharp creative concepts and bringing a real sense of fun to the store," adds Carla De Lellis, Global Watches, Jewelry & Sunglasses Promotion Manager at Dufry.