

EssilorLuxottica and Lagardère partner on Versace pop-up at Lima's Jorge Chávez Airport



The Versace Eyewear pop-up is open until October 1

Eyewear company [EssilorLuxottica](#) has teamed up with [Lagardère Travel Retail](#) to unveil a [Versace Eyewear](#) pop-up at Jorge Chávez International Airport in Lima, Peru. The animation is located in a

prominent space at the entrance of the duty free store to capture the attention of all departing passengers.

Open from September 1 to October 1, the pop-up at Latin America's fifth busiest airport immerses travelers in the world of Versace, via striking visual elements inspired by Versace's Spring/Summer 2023 campaign, fronted by actress and model Emily Ratajkowski.

The animation highlights the VE4452 model from Versace's Special Projects Collection, which pairs bold, feminine shapes with iconic house codes. According to the company, the frame plays with an iconic signifier, the Medusa medallion décor, combined with a Greca pattern on the temple. The sunglasses are available in multiple hues: white, Havana and black with dark grey lenses.

"At EssilorLuxottica, we believe in celebrating the artistry of premium eyewear, and our collaboration with Lagardère Travel Retail brings forth a spectacular showcase of style and sophistication. The Versace Eyewear Pop-Up at Jorge Chávez International Airport in Lima, Peru, takes travelers on a mesmerizing journey into the world of Versace's Spring/Summer 2023 collection," says Matteo Goi, EMEA Travel Retail Director, EssilorLuxottica.