

# EssilorLuxottica shares renewed category commitment



EssilorLuxottica's interactive booth at TFWA Cannes emphasized its brand innovations and renewed sustainability efforts



The company's booth also delivered a number of VR experiences

EssilorLuxottica is approaching the travel retail channel with a fresh strategy and renewed sunglasses category commitment, following a powerful showcase at the TFWA World Exhibition & Conference in Cannes earlier this month. With an emphasis on brand innovations and renewed sustainability efforts, the interactive booth focused on a selection of the company's wide portfolio of global brands including Ray-Ban Stories, Oakley, Prada, Persol and Costa.

Taking guests on an unforgettable digital journey, EssilorLuxottica's booth delivered a number of immersive virtual reality (VR) experiences to underline its commitment to continuous research and innovation, product and design excellence, craftsmanship and sustainability approach. From Smart Shopper application, which enables consumers to virtually try on sunglasses, to Leonardo, a digital training platform for customers and in-store staff, EssilorLuxottica is continuously developing retail designs and digital applications to elevate the in-store experience for consumers.



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The digital highlight of the booth was a section dedicated to Ray-Ban Stories, the new smart glasses collaboration between EssilorLuxottica and Meta which enables consumers to capture photos and videos and listen to audio, all via their sunglasses. EssilorLuxottica debuted Ray-Ban Stories in travel retail in July this year in collaboration with Dufry, with a dedicated activation at Heathrow Airport.

In addition to their burgeoning digital innovation portfolio, EssilorLuxottica has its eyes firmly on the planet, with the company's sustainability program called Eyes on the Planet built on "Eyes On" strategic pillars, each addressing a specific sustainability theme. The pillars are Eyes On Carbon, focused on decreasing the company's carbon footprint; Eyes On World Sight, underlying its commitment to eliminating poor vision by 2050; Eyes On Circularity, highlighting the company's efforts to achieve circularity through the full product value chain reduction of EssilorLuxottica's impact on the planet and Eyes on Inclusion, centered on its safe, inclusive and diverse working environment.

"Innovation is at the heart of EssilorLuxottica's growth story. From product and design innovation to

reimagining the consumer experience to establishing new business models, our teams constantly push the boundaries of what's possible and question how we can better serve both our professional customers and our consumers. We are excited to bring these innovations to the travel retail channel to stimulate renewed growth for the sunglasses category," says Alessio Crivellie, GTR Director at EssilorLuxottica.