

EssilorLuxottica reaffirms commitment to Asian market with return to TFWA AP



EssilorLuxottica's booth at the TFWA Asia Pacific Exhibition

Eyewear company [EssilorLuxottica](#) celebrated its return to the TFWA Asia Pacific Exhibition & Conference in Singapore last week, marking a significant milestone for the group as well as the global travel retail industry.

Alessio Crivelli, Global Travel Retail Director at EssilorLuxottica, said, "We are thrilled to be back at TFWA in full force for the first time since 2019. The APAC region holds immense importance for our industry, and we are excited to meet customers and showcase our ground-breaking brand innovations for eyewear set to be released in the upcoming months."

At the exhibition, EssilorLuxottica's booth featured a diverse collection of its global brand portfolio, including brands like Burberry, Emporio Armani, Prada, Ray-Ban, and Versace. According to the company, the display conveyed the introduction of exciting new developments planned for the following months, demonstrating the company's commitment to taking the category to new heights within the travel retail channel.

Additionally, the booth showcased impactful designs for in-store display units, prominently featuring Prada's new fixtures. The booth also included a versatile, modular design, offering the flexibility to showcase different brands to key stakeholders. Incorporating premium digital display screens, the units added an engaging digital element to the presentation.

The booth displayed Ray-Ban's revolutionary Reverse Collection, introducing EssilorLuxottica's first-ever inverted lens. Four timeless Ray-Ban styles are re-envisioned with a twist – shifting from the conventional lens shape for sharp visuals with a disruptive aesthetic. Reverse lenses follow the natural curve of the cheekbone for a universally flattering fit. The product innovation has been designed with bio-based materials from frame to lens.

Among the showcased products, Burberry presented a limited-edition purple design dedicated to the travel retail market. Furthermore, EssilorLuxottica announced the addition of Swarovski, Ferrari, and Cuccinelli to their extensive portfolio.

"EssilorLuxottica is committed to creating designs specifically tailored to the Asian market," said Crivelli. "Our aim is to lead in innovation and stay ahead of industry trends. We have demonstrated this commitment through partnerships with influential opinion leaders within the region."

EssilorLuxottica also showcased their digital developments, including the Smart Shopper application that enables consumers to virtually try on sunglasses, and the featured digital showcase of Leonardo, a digital training platform for customers and in-store staff.

"Innovation is at the core of EssilorLuxottica's growth story, encompassing product and design innovation, reimagining the consumer experience, and establishing new business models. We are excited to introduce these innovations to the travel retail channel, stimulating renewed growth within the sunglasses category," concluded Crivelli.