

# EssilorLuxottica showcases prestigious portfolio at TFWA Cannes



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Eyewear company [EssilorLuxottica](#) returned to the [TFWA World Exhibition & Conference](#) with the goal to highlight its luxury brands and new licenses.

The main entrance of EssilorLuxottica's booth was designed to look and feel like a catwalk, nodding to the eyewear house's distinctive luxury brands. The launch of Swarovski in travel retail was spotlighted with a statement wall featuring a collection of stylish products. Prada fixtures further enhanced the booth's prestige, highlighting the house's commitment to expanding its portfolio.

Moving further into the booth, EssilorLuxottica demonstrated its commitment to redefining the realm of possibilities and the power of partnerships by inviting industry peers to immerse themselves in its engaging consumer activations. With its iconic Ferrari simulator, which has already taken passenger engagement to the next level in airports around the world, attendees could experience a thrill that speaks to the unwavering pursuit of innovation carried out by the eyewear house.

"Powered by a passion for innovation and an unyielding dedication to our esteemed partners and cherished consumers, we are at the forefront of industry advancement," said Alessio Crivelli, Global Travel Retail Director at EssilorLuxottica. "This year, our booth marks our commitment to our two vision pillars — a relentless drive to surpass expectations and the relentless pursuit of innovation. Through this, we aim to immerse industry peers in an extraordinary journey that will reshape the way they perceive the world of eyewear."

Advancing the innovation mandate, EssilorLuxottica solidified its position as a leader in eyewear innovation with a dedicated space showcasing the new Ray-Ban & Meta smart glasses alongside new fixtures, previously displayed at TFWA APAC.

In line with its efforts to meet and exceed evolving consumer behaviors, EssilorLuxottica is revolutionizing its approach to the Kids category, with an expanded range of designs crafted to cater to the unique tastes of young consumers and their discerning parents.

The booth was purposefully designed to empower its esteemed partners, showcasing cutting-edge tools and services. From its state-of-the-art Red Carpet application, boasting revolutionary digital selling capabilities to Leonardo, its groundbreaking digital training platform for clients and their invaluable store staff, EssilorLuxottica is committed to elevating the sunglasses category.