

Luxottica celebrates second Miu Miu exclusive for China travel retail



Miu Miu's travel retail exclusive sunglasses model has been launched in selected airports and other stores operated by CDFG and Sunrise in China

Luxottica Group has teamed up for the second time with China Duty Free Group and Sunrise Duty Free to launch an exclusive color from the latest Miu Miu sunglasses collection.

The travel retail exclusive model was launched in selected airports and other travel retail stores in China.

The Miu Miu brand's sense of courage, youth, playfulness and feminine soul is expressed in the new series of Noir sunglasses through subtle but unconventional design with elegant metallic detailing.

For the exclusive partnerships, the Miu Miu Noir collection has been reinterpreted to include brown frames and pale gold temples, bringing femininity to the metallic sunglasses. The large, butterfly gradient brown lenses come with a curved frame detailing - suitable for an Asian fit - and offer 100% UV protection.

Dedicated in-store promotions include CDFG's Haitang Bay International Duty Free Mall in Sanya, Hainan from November until the end of December 2018 and at Shanghai Pudong and Guangzhou International airports until February 2019.

At these locations, pop-up sites and personalized backwalls were installed in prominent locations, with visibility and awareness being amplified by customized brand furniture, adapted key visuals, shelf-talkers and specially trained sales promoters.

Customers who purchase one of the exclusive styles receive a complimentary Miu Miu limited-edition gift.

Luxottica Travel Retail Director Enrico Destro said: “It is a privilege to partner with China Duty Free Group and Sunrise Duty Free on a second China travel retail exclusive color from Miu Miu. Both retailers bring our brands to the heart of the Chinese traveling consumer, presenting the opportunity to collaborate on projects to truly capture Chinese spending power and sophisticated appetite for luxury brands, as well as respond to these consumers increasing demand for unique and exclusive products.”

China Duty Free Group, Director - Fashion Department, Lee Meili said: “At CDFG, our sunglasses category is growing in sophistication very quickly. We see a large growth opportunity for the category and we will continue on our path to bring newness and exclusivity to our offer.

“With the success of the first China travel retail exclusive model with Luxottica, we were excited to have the chance to raise the bar further. This exclusive Miu Miu color was specially selected with Chinese travelers in mind, and has been presented in a very compelling launch package.”