

Luxottica expands its sustainable eyewear range



To see the beauty of life.

LUXOTTICA

Representing its sustainability mission: “To see the beauty of life,” sustainability is rooted in Luxottica’s history becoming part of its company culture and permeating the entire value chain

Luxottica Group, a leader in premium, luxury and sports eyewear, has announced that it is expanding its offering of sustainable eyewear from brands including ARNETTE, Emporio Armani, Giorgio Armani and Burberry.

The new sunglasses will be available in duty free and travel retail and is another testament to Luxottica’s sustainability vision: “To see the beauty of life.” Sustainability in its widest meaning – environmental, social, economic – has deep roots in Luxottica’s history becoming part of the company culture over the years and permeating the entire value chain.

“To see the beauty of life” stems from a notion of universal beauty, one that is visible to everyone and assumes a tangible form in the search for balance between personal well-being, ethics, respect for the environment and the transparency of relations. It’s no surprise then that the Group’s attention to social and environmental issues encompasses new product launches involving the use of sustainable materials across both products and packaging.

“At Luxottica, sustainability and innovation go hand-in-hand; they form the cornerstone of our business strategy as an indelible part of our value-chain. Working closely with our travel retail partners to meet the growing demand from travelers for sustainable products and services in the channel, we are proud to breathe life into our sustainability vision through our evolving sunglasses

range that upholds the style, form and functionality that Luxottica is known for.

We are thrilled to share the very same principles and values with our consumers and we will continue to innovate and improve our processes to ensure our business remains sustainable for generations to come” comments Enrico Destro, Global Travel Retail, Luxottica.

Luxottica’s new range of sustainable eyewear collections



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ARNETTE

In 2021, ARNETTE launched a communications platform, ARNETTE POSITIVE, which provides insight into how the brand is incorporating climate-friendly innovation into every aspect of its business. With all new products and packaging made from bio-based or recycled materials, the brand incorporates sustainable practices with optimism and style.

The Bio-Acetate Collection includes sun styles with bio lenses including Gojira, a rework of an old school style that features a trendy bold brow drop shape made of earth-friendly bio-acetate to give a futuristic look and light-tint bio-lenses.

From July 2019, the frames of all Arnette models have been made of bio-plastic. This includes the

style Shyguy, a light, modern and easy-to-wear design with a sustainable bio-plastic frame.