Ray-Ban in pole position with first Formula 1 Ferrari tour

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Luxottica Group is hailing the success of a series of airport activations promoting the exclusive Ray-Ban Scuderia Ferrari sunglasses collection, implemented in a global roadshow to mirror the 2018 Formula 1 motor racing schedule.

In Europe, high-profile animations were installed at London Luton and Gatwick airports, Milan Linate and Vienna International airports, for the British, Italian and Austrian Grands Prix, respectively.

The activations incorporated digital screens, bespoke merchandising units and campaign visuals in-store and on shop fronts.

The roadshow moved on to Mexico City Benito Juárez international Airport in October to coincide with the Mexican Grand Prix, followed by São Paulo Guarulhos Airport.

Inspired by Formula 1 racing, the Scuderia Ferrari collection comprises five new Ray-Ban styles which include retro-inspired shapes to echo the profiles of racing stars from the 1970s.

The designs seek to highlight strength, lightness, flexibility and the Scuderia Ferrari team's 'hypersoft' tyres. All frames come with unique packaging and the Ray-Ban Scuderia Ferrari racing shield on lenses and temples.

Luxottica plans to execute a second Ray-Ban Scuderia Ferrari Formula 1 Tour for the 2019 season.

Enrico Destro, Global Travel Retail Director at Luxottica, said: "Since launching in global travel retail last year, the Ray-Ban Scuderia Ferrari collection has proved very popular with retailers and consumers alike, thanks to the innovative partnership of two iconic brands: Ferrari and Ray-Ban."

He continued: "This was a fantastic global execution to bring the right brands and the right products to the right consumers at the right time and in the right way. Our thanks go out to our travel retail partners for their support along our first GP tour and we hope to deliver an even bigger global project in 2019."