

Sunglasses workshop lights up TFWA

Sunglasses suppliers Essilor, Luxottica, Kering Eyewear, Marchon, Marcolin, Maui Jim, Safilo Group and Thelios co-sponsored and co-hosted the 13th annual Sunglasses Workshop at the TFWA World Exhibition this week.

The "by-invitation only" event took place at Plage Goeland with m1nd-set's Peter Mohn kicking off the workshop with some consumer updates as usual, explaining that more than a quarter of sunglass shoppers are browsers, and of which exactly 25% are passing time and 18% enter after seeing the product from outside.



Sunglasses Workshop panelists in Cannes in October 2022



m1nd-set Founder Peter Mohn