

# Thélios, LVMH Eyewear Excellence, launches Barton Perreira at TFWA Asia Pacific



Inspired by 60's pop culture, Barton Perreira's Sueno will make its global travel retail debut at the TFWA Asia Pacific event

Thélios, LVMH Eyewear Excellence, will highlight key eyewear styles from luxury Maisons Loewe and Bvlgari's spring/summer 2025 collections at the forthcoming TFWA Asia Pacific conference in Singapore.

New proprietary brand Barton Perreira launches into global travel retail for the first time, with exclusive pieces set to be showcased in Singapore.

Founded in 2017, Thélios is the in-house eyewear expert of LVMH, world leader in luxury. In the first quarter of 2025, Thélios has seen a successful Chinese New Year campaign for luxury Maison Bvlgari that partnered with CDFG for a HPP and customer experience in Hainan last February. Loewe also goes from strength to strength, as the luxury Maison with the highest growth YTD in the Asia Pacific region from the Thélios portfolio.

Thélios will present its key eyewear collections of its entire Maison portfolio for the Asia Pacific travel retail market in Singapore (Level 1, M25).

Alessandro Eucaliptus, Head of GTR for Thélios, said, "Thélios continues to elevate the eyewear category to luxury standards, consolidating its presence in the Asia-Pacific region. We are happy to be present again at the TFWA Asia Pacific conference to showcase our latest luxury Maisons'

eyewear collections for travel retail partners. We look forward to meeting our valued customers and making new connections in this region.”

Thélios will present key luxury eyewear styles, including several exclusives for travel retail within the Asia Pacific region.



Introducing Samo from Barton Perreira

## **LOEWE**

Anagram: The Maxi Anagram line is enriched with new bold and avant-garde shapes featuring one of the most iconic signatures of Loewe, the Anagram, on both temples.

Hillock: Hillock eyewear is designed to embody understated grace, essential simplicity spotlighting the importance of shapes while elevating styles to innovative and eye-catching fashion accessories.

## **BVLGARI**

Serpenti Forever: Inspired by the iconic Serpenti bag's clasp, the bold and elegant Serpenti Forever creations feature a snake head embellished with hand-applied enamels on the hinge and delicate Bvlgari signature on the temples. An enduring style icon, these styles are described as “irresistibly captivating”.

## **OCTO FINISSIMO**

The “Octo Finissimo” Eyewear Collection is inspired by the emblematic watch, a legend for its unique octagonal design and ultra-flat design. Mirroring the watch’s unique feature and resembling its geometries, the frames are crafted in Titanium to grant lightness, comfort and technology, while

the lenses reflect the hues of its sophisticated lacquered dials.

## **BARTON PERREIRA**

Samo: This iconic shape is hand-crafted with architectural beveled angles that contribute to its effortless unisex style. The timeless palette of colors and lenses harmoniously blends classic and bold hues, creating a look that is both artistic and sophisticated.

Sueno: This dreamy double-laminate sunglass is a testament to meticulous couture craftsmanship. Featuring sleek lines and angles that effortlessly flatter and elevate your style. Inspired by 60's pop culture, it boasts bold, thick temples that provide a striking contrast to the structured design.