

# EssilorLuxottica's Burberry eyewear introduced Summer collection with CDFG



Located at Sanya Haitang Bay International Shopping Centre, the display communicated EssilorLuxottica's commitment to elevating the sunglasses category through design and sustainable innovation

EssilorLuxottica's Burberry eyewear added "a touch of luxury Britishness" to summer with the unveiling of its latest seasonal cross-category capsule featuring the brands' Summer Collection in an activation that ended last month.

Located at Sanya Haitang Bay International Shopping Centre, in partnership with China Duty Free Group, the display perfectly blended elegance, summer and bespoke eyewear, communicating EssilorLuxottica's commitment to elevating the sunglasses category through design and sustainable innovation.

The exclusive design took inspiration from Burberry's distinctive interpretation of the summer season, evoking the essence of an island escape. The campaign, curated by Daniel Lee, epitomized the lightness of summer and the adventurous spirit of the house. At the heart of the collection was a signature hue: the seasonal milky topaz blue, a shade that beautifully symbolizes the crystal-clear, azure waters of a coastal paradise.

The campaign's display unit in the iconic color could not be missed; showcasing luxury design, it was a testament to Burberry's commitment to excellence. The display proudly hosted a range of elegant

eyewear, meticulously crafted to match the sophistication that Burberry is renowned for.

Although the activation has ended, the collection is still available for purchase. Shoppers are invited to browse and try on the variety of silhouettes, including vintage, statement and oversized frames. The playful Burberry Summer collection, featuring two sunglasses, are all inspired by the brand's signature Lola bag. The quilted design is reimaged with textual temples, featuring a gold-plated Thomas Burberry monogram.

The unique collection notably incorporated designs that utilized renewable resources, recycled content, and bio-based materials, catering to the increasing demand from consumers for eco-friendly products. This thoughtful approach aligns with EssilorLuxottica's commitment to implementing its 'Eyes on the Planet' sustainability program that addresses carbon footprint, circularity, world sight, ethics and inclusion.

"EssilorLuxottica is proud to have blended luxury, sustainability, and design in Burberry's latest seasonal capsule, reflecting our strong commitment to stylish silhouettes and environmental consciousness. With our partners at China Duty Free Group, we delivered Burberry's luxurious summer spirit to Haitang Bay for consumers to channel all year round. This campaign highlighted our wider sustainability program Eyes on the Planet and our dedication to delivering bespoke eyewear through responsible design," said Gianmarco Montesano, APAC Travel Retail Director at EssilorLuxottica.