

Buoyant sunglasses market brings Rodenstock back to Orlando

By **Hibah Noor** on March, 4 2019 | Fashion, Bags & Accessories



The Rodenstock Zeitgeist Sun series is the highlight of the season and boasts elaborate material combinations

German eyewear group Rodenstock is returning to the Summit of the Americas with a positive outlook on its growth for 2019 (Booth number: 724).

“The sunglasses category is booming; there is so much potential for Rodenstock and Porsche Design,” said Petra Eckhardt, Director Global Retail, Rodenstock, referring to the company’s own-brand and licensed Porsche Design portfolio.

“We see potential in all distribution channels: eyewear multi-brand duty free stores, airport shops, downtown and border, inflight and cruise. Travel retail is very important for us, and we have been seeing excellent growth in the Americas as well as Asia, the Middle East and Eastern Europe.

“Sunglasses are one of the most sought-after categories in travel retail and consumers are always looking for new lifestyle brands. Rodenstock and Porsche Design sunglasses are the perfect choice for an international clientele looking for upscale design and quality.”

Rodenstock has serious ambitions to be listed by the top 10 retailers within the next three years by offering a ‘must-stock’ assortment supported by exceptional customer service and support, continued Eckhardt.

This includes competent eyewear sales training for sales staff, promotions for consumers, special travel retail promotions as well as a variety of social media campaigns to help attract clients and support growth of global travel retail.

“In order to focus on the specific requirements of the market, Rodenstock will continue to invest in the travel retail sector,” she added.

Targeting women and men, Rodenstock’s own-brand portfolio includes both sunglasses and readers. Described as the epitome of quality, style and design, each product enables travel retailers to offer a rounded sunglasses offer to consumers, noted Eckhardt.

The portfolio includes the Rodenstock Lady R Sun series. This reissued model was worn in the 60s by actress Senta Berger. Acetate frames prevail in a Havana and textured look, combined with an elaborately crafted facet.

The Rodenstock Roll Hinge 2.0 men’s series scores with smart technology. The Roll Hinge is a hinge with an integrated screw that provides smooth mobility. The combination of fine stainless steel and ultra-light plastic guarantees maximum wearing comfort with a touch of the 60s.

The Rodenstock Zeitgeist Sun series is the highlight of the season. These statement sunglasses incorporate elaborate material combinations. The modern colors of the frame match the colors of the lenses from the Rodenstock Tint portfolio.

Monaco Vice offers glamor, speed and style. With a combination of the style of the 80s and current international catwalk trends, rocco by Rodenstock makes a self-confident statement with these new shield sunglasses. The style is designed to be cool, striking and sporty at the same time.

Isar, the English Gardens or Gärtnerplatz – rocco by Rodenstock was inspired by the spirit of the most beautiful places in Munich for its new series. Classical sunglasses RR333 and RR334 bear the names of the Munich hotspots and are each available in different, cutting-edge color combinations.

The Rodenstock ready reader is a modern interpretation of reading glasses. Described as a perfect travel companion, they combine comfort and adaptability thanks to the metal insert. Engineered in Germany, they are available in four colors and various optical strengths (+1,00, +1,5, +2, +2,5).

“We are delighted to once again be exhibiting in Orlando and interested to experience the new venue this year. We welcome both our current customers and new to come and talk to us about our exciting plans, and look through our unmissable portfolio of products. We look forward to seeing you on our booth,” enthused Eckhardt.