

Luxottica launches new Sunglass Hut retail concept

By **Jas Ryat** on December, 18 2019 | Fashion, Bags & Accessories



Sunglass Hut 4.0 by Luxottica offers retailers greater flexibility to adapt to the needs of the ever-changing travel retail environment

Luxottica Group, a leader in the design, manufacture, distribution & sale of fashion, luxury and sports eyewear, introduced its latest store concept: Sunglass Hut 4.0. Driving innovation through Sunglass Hut, the implementation of this new layout aims to enhance the overall shopping experience. It takes into account the evolving needs of today's consumer and is set to elevate the brand in the travel retail market.

Sunglass Hut 4.0

Blending the idea of luxury and minimalism, the retail concept exhibits a rich product portfolio that includes exclusive designs to ensure differentiation.

The new and improved hut has been implemented in key locations including Istanbul Airport. Featuring lighter structures in the form of detachable wall fixtures, the re-design offers retailers

greater flexibility to adapt to the needs of the ever-changing travel retail environment.

The Digitalization Tool - Remix

Based on consumer insights that note a rising demand for customization options, the team also introduced Ray-Ban Remix (a “phygital experience”) in its retail stores. Described as the foundation of Remix, the Smart Shopper platform adds value to the shopping experience via a navigation interface, which offers access to thousands of personalization options from the number one sunglasses brand in the world.

The digital tool is now available in 300 Sunglass Hut stores including selected tourist destinations in North America. Two international US airports, Minneapolis–Saint Paul International Airport and George Bush Intercontinental Airport, also feature the new concept. Luxottica plans to implement Remix across all Sunglass Hut locations in 2020.

Enrico Destro, Global Travel Retail Director, Luxottica, says: “Innovation is key to Luxottica’s growth story and this includes re-thinking the consumer experience. We are pleased to see the rollout of these exciting new concepts, which have received positive feedback with our travel retail partners during the recent TFWA show in Cannes. This new design centers around the novel experiences and demands that travelers today are looking out for and we believe that it will help to elevate the category and achieve a stronger performance in terms of sales and consumer experience.”