

Oakley launches its iconic AFA line in travel retail

By **Laura Shirk** on October, 28 2019 | Fashion, Bags & Accessories



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Luxottica Group, a leader in the design, manufacture, distribution and sale of fashion, luxury and sports eyewear, has announced the launch of Oakley's successful apparel, fashion and accessories (AFA) line in travel retail. Initially unveiled through a partnership with London Supply's Puerto Iguazú downtown complex, the move is part of the Group's plan to develop Oakley into a multi-category brand in the channel and drive the next phase of growth.

The Oakley AFA line for travel retail is inspired by the modern lifestyle of commuters, short and long haul travelers, as well as the active lifestyle-leisure consumer. The collection consists of an accessories line that includes backpacks, duffle bags, travel cabin trolleys and caps. Following its debut in South America with London Supply, its entrance into travel retail was supported by Oakley's first-ever multi-category pop-up in Geneva Airport with Lagardère Travel Retail and a wider channel roll-out via in-flight listing on TUI, Alitalia and Iberia. The temporary activation ran from July 22 - September 25.

The Oakley apparel line embodies the brand's reputation for creating products with a high technical 1

specification, integrating leading innovations and technologies to improve the performance of athletes of all levels. Established in 1975 in California, Oakley has transformed into a leading sports lifestyle brand that provides complete sportswear collections to active, performance and lifestyle consumers across sports such as surfing, golfing, cycling, sailing, skiing and mountain biking.

Enrico Destro, Global Travel Retail Director, Luxottica Group, comments, “We have experienced fantastic success for the Oakley AFA range in domestic markets over the years, so we are very excited to launch the collection in travel retail. At Luxottica, our goal is always to meet the needs of the dynamic traveler. The increasingly popular active sports lifestyle presents a great opportunity for us within the [travel retail] channel. The collection is the perfect complement to the traveling sportsman, offering a head-to-toe Oakley solution with uncompromised performance benefits. Travel retail is a brilliant platform for us to showcase our brands to the world and we look forward to working closely with our partners to make the Oakley AFA collection accessible to all.”