

Luxottica partners with CDFG to launch Prada Linea Rossa sunglasses



Supported by an omnichannel program and a series of window displays at high visible locations, the luxury product is now sold exclusively in all CDFG's stores and via its e-commerce platform and will be available worldwide from October

Luxottica Group, a leader in premium, luxury and sports eyewear, has announced the pre-launch of Prada Linea Rossa's new sunglasses with China Duty Free Group (CDFG) at Sanya International Duty Free Shopping Complex in Haitang Bay. As one of the world's most essential duty free retail destinations, the mall is a key strategic location for Luxottica and the company's focus on the Chinese consumer. To create interest and awareness, the launch is supported by a 360° omnichannel program, which is running from now until September. The Prada Linea Rossa sunglasses are now sold₁

exclusively in all CDFG's stores and via its e-commerce platform and will be available worldwide from October.

"China Duty Free Group is a long-standing partner of Luxottica and we are proud to introduce this avant-premiere pair of sunglasses from our luxury Prada Linea Rossa range alongside them. This launch is a reflection of our commitment to offering fresh and exciting products for our Chinese consumer.

Being able to showcase these sunglasses at such a prominent location in travel retail is a privilege and we are glad to work with CDFG towards recovery, for not just the sunglasses category but for the entire travel retail channel," states Enrico Destro, Global Travel Retail Director at Luxottica.

Appearing online on CDFG's Weibo, the campaign directed consumers to CDFG's Sanya e-commerce platform where they could make their purchase. Offline, the product launch is boosted by captivating window displays at highly visible store locations from June - July.

As part of a new series, the luxury sunglasses feature a modern shape with advanced spring hinge technology. The double-beam metal line highlights the comfortable urban style and the overall pursuit of comfort and leisure. The sunglasses are now exclusively available in a classic, polarized gradient lens in size 62.