

# Luxottica unveils King Power-exclusive Prada Linea Rossa eyewear



The launch of the two exclusive Prada Linea Rossa models is supported by dedicated in-store activations, which are taking place at King Power's airport and downtown stores throughout Thailand until the end of February

Luxottica Group has collaborated with King Power International Company Limited on two King Power-exclusive sunglasses from the latest Prada Linea Rossa collection in Thailand.

Inspired by the aesthetics of sport, lifestyle and functionality, Prada Linea Rossa eyewear collections have a contemporary, avant-garde design with a sleek style with modern silhouettes.

The King Power-exclusive collection, based on the best-selling designs, are inspired by technological fabrics from the world of sailing and have fine metal details and textures for a sporty feel.

The two exclusive models come in Asian fit as standard, and have a double bridge frontal with polarized lenses that provide 100% UVA/UVB protection.

The launch is supported by dedicated in-store activations, which are taking place at King Power's airport and downtown stores throughout Thailand until the end of February, including a dedicated concourse outpost at King Power Phuket and King Power Srivaree.

Clean lines and open space are central to the pop-up design, allowing travelers the freedom to try on the glasses.

Pichai Pitakchaisuk, Executive Vice President of Group Merchandising at King Power International Co Ltd, said: "It is with great pleasure that, for the first time, we partner with Luxottica Group to launch King Power's very own exclusive sunglasses models from Prada Linea Rossa.

“At King Power, we are focused on presenting unique and differentiated product offers that are brought to life in exciting launch activations, to emphasize the magic of our retail experience and build our reputation as the must-visit shopping destination for visitors to the Kingdom of Thailand.”

Luxottica Global Travel Retail Director Enrico Destro said: “The launch of the King Power-exclusive Prada Linea Rossa sunglasses is an evolution of a major category management project that we have recently worked on with King Power.

“Thailand as a Chinese outbound destination, the popularity of the Prada brand with Chinese consumers, and the real momentum behind the Prada Linea Rossa eyewear range in Asia, make this partnership an important milestone, designed to enhance the reputation of the sunglasses category in the channel amongst Chinese travelers.

“In turn, we trust this will continue to drive overall category growth for our retailer partners, by further enhancing the reputation of travel retail as the expert channel for sunglasses.”