

Sunglasses Workshop to be hosted at the Virtual Travel Retail Expo



Attracting a record audience, the 2019 Sunglasses Workshop and Awards in Cannes

The collective of sunglasses suppliers – Kering Eyewear, Luxottica Group, Marchon, Marcolin and Safilo – announced that the annual Sunglasses Workshop will take place during the Virtual Travel Retail Expo 2020. This switch follows the cancellation of the TFWA World Exhibition and will mark the twelfth consecutive year of the Sunglasses Workshop.

Streaming live to a global audience on October 14 (time to be confirmed), the dynamic virtual workshop themed *All Eyes On... Recovery*, will spotlight the category's role, evolution and new solutions in the travel retail channel in the post-COVID-19 landscape. The program will include the launch of a pioneering new Sunglasses Panel in partnership with Generation Research and audience participation will be encouraged through live Q&A and real-time attendee polls. The Sunglasses Awards component of the seminar will be paused for 2020, with extra time in the agenda dedicated to how the category can support the overall recovery of the global travel retail industry. Following the live event, the workshop will be available on-demand via the Virtual Travel Retail Expo platform.

“For over a decade, the sunglasses suppliers have been collaborating to advance the interests of the category as a whole. Never have we individually or collectively been more challenged than at present, so our 2020 workshop is the crescendo of these efforts.

We will fly the category flag more than ever and view this as more than an ‘event’; it is a symbol of our strength, resilience and commitment, as we work together towards the recovery of not only our

category, but the entire channel, and to emerge stronger, as one,” comments the co-hosts of the event.

The virtual nature of the event will allow for a broader attendance from across the travel retail channel, with the event open to all Virtual Travel Retail Expo delegates. The co-hosts encourage all travel retailers, airport, airline and cruise executives of all levels, from head-office to in-store teams, to participate in the event, to learn, exchange ideas and network.

As with previous Sunglasses Workshops, the session will be managed by integrated retail design and communications agency FILTR and moderated by the Moodie Davitt Report.