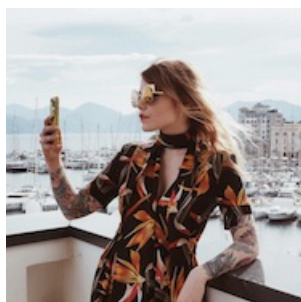


APPAREL AND ACCESSORIES

Safilo eyes North American growth potential with CEO hire

May 18, 2016



Patrice Martin for Fendi Eyeshine

By STAFF REPORTS

Italy's Safilo Group, which manufactures and distributes eyewear for licensed brands including Fendi and Dior, has appointed Henri Blomqvist as its new CEO of North America.

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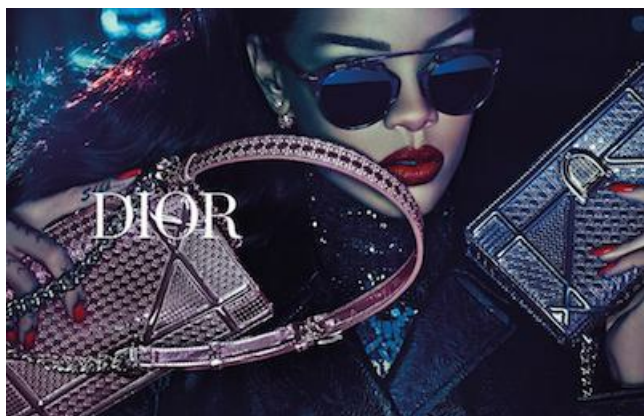
Mr. Blomqvist has worked for Safilo for three years as its chief commercial officer, during which he redeveloped the group's go-to-market strategy, centering his efforts on boosting sustainability and quality of distribution. This new hire is part of Safilo's 2020 plan, which aims to establish leadership in key markets around the globe, one of which is North America.

Looking ahead

Mr. Blomqvist came to Safilo three years ago having worked at Procter & Gamble for a decade in sales and commercial management positions. The Finnish native held roles that spanned local and international, covering markets including Nordic nations, Western Europe, Russia, the Middle East, South Korea and Australia.

During his time at Safilo, the executive has established global commercial policies for the group, set up global account management and was key in improving Safilo's commercial talent.

Mr. Blomqvist's plans for North America revolve around enhancing the relationship between the group and its customers, with the objective of growing market share.



Dior's Secret Garden campaign image with Rihanna

"We are delighted to count on Henri as the leader of our core market of North America" said Luisa Delgado, CEO of Safilo Group, in a brand statement. "Safilo thrives on our historical strength of product, design and craftsmanship, broad brand portfolio and close partnership with our highly valued customers.

"We see tremendous opportunities to further develop our strength in North America, and plan to invest in our go-to-market capabilities and customer care, while enhancing our global brand portfolio."

Safilo has been working to establish global leadership outside of its Italian headquarters, with a focus on regions such as North American, Western Europe and emerging markets.



Jimmy Choo's Vivvy sunglasses

One brand that has performed well in the North American market is Jimmy Choo, which this week renewed its licensing agreement early, joining with Safilo through 2023.

Safilo recently entered a partnership to help promote growth in the eyewear category.

Women's magazine Marie Claire is changing the conversation around sunglasses through a partnership with eyewear manufacturer Safilo.

#GetFramed puts a spotlight on the accessory category poised for growth, communicating the idea that consumers should have frames to complement each type of outfit and that sunglasses should be bought with each new season along with other wardrobe updates. Creating a link between content and commerce, the program includes mobile integration, where consumers can virtually try on and purchase eyewear from Safilo licensed brands including Dior, Givenchy and Jimmy Choo ([see story](#)).