

APPAREL AND ACCESSORIES

## Safilo heads to back to Argentine market as summer approaches

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*Jimmy Choo limited-edition Vivvy sunglasses; licensed by Safilo*

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By STAFF REPORTS

Italy's Safilo Group, which manufactures and distributes eyewear for licensed brands including Fendi and Dior, has re-entered the Latin American market of Argentina after a hiatus.

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Safilo is making its return to Argentina, just in time for the southern hemisphere's summer months, through a distribution agreement with OCSA SLR of Messrs. Cosentino. Through its new terms with OSCA, Safilo plans to further develop and strengthen its business in Latin America countries.

Summertime sunnies

Safilo's re-entrance into Argentina is part of the brand's larger development plans for the Latin American region, as outlined in its 2020 Strategic Plan.

Thus far, Safilo has forged strong relationships with consumers in the Brazilian and Mexican markets and is planning on similar successes in Argentina, and the whole of Latin America as it continues to set a foundation for growth in the region.



*Elie Saab sunglasses; licensed by Safilo*

Safilo offers consumers more than 30 leading brands across five consumer segments. Its premium segments, Atelier, Fashion/Luxury and Lifestyle, include brands such as Elie Saab, Jimmy Choo, Givenchy, Max Mara and Marc Jacobs.

The licensor's prestigious offerings in the eyewear category are likely to be a draw among consumers in Argentina. In the coming months, Safilo's eyewear portfolio will become available at select optical boutiques in both sun and vista models.

"We are delighted to return to Argentina, offering eyewear of trendsetting design, technical precision and high quality craftsmanship, catering to a market renowned for its appreciation of elegance and quality," said Luisa Delgado, CEO of Safilo, in a statement.



*Cara Delevingne wearing Safilo-licensed Fendi shades in Love Magazine*

"We plan to build up the business in Argentina gradually for the longer term, working in partnership with Messrs. Cosentino to develop sustainable relationships with the leading opticians and specialized retailers in the market," she said.

Heading north of the equator, Safilo is also eyeing growth potential in the North American market.

In May, Safilo appointed Henri Blomqvist as its new CEO of North America.

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 ([see story](#)).

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