

APPAREL AND ACCESSORIES

## Berluti frames category expansion with Oliver Peoples collection

October 31, 2016



*Berluti x Oliver Peoples eyewear*

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By STAFF REPORTS

LVMH-owned menswear label Berluti is furthering its head-to-toe aspirations through an eyewear collaboration.

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Traditionally a bespoke footwear brand, Berluti has recently expanded into additional categories to outfit its discerning male clientele. The eyewear category has been vastly successful for a number of brands due to the product segments entry-level price point and utility.

### Eying new categories

Berluti has worked with California-based eyewear brand Oliver Peoples on three frame designs. Berluti selected Oliver Peoples, owned by Luxottica, as its eyewear partner due a shared dedicated to craft and attention to detail.

Each of the three sunglass frames bring the Berluti brand to life. Oliver Peoples' CEO David Schulte describes the eyewear collection as "seamlessly integrat[ing] unique elements of the Berluti brand into an Oliver Peoples frame."



*Image courtesy of Berluti*

One style in the collection, with a rounded lens, was inspired by Andy Warhol, who was a Berluti's footwear enthusiast.

The collection also includes the Acetate, a patterned frame resembling Berluti's Venezia leather patina. A third limited-edition frame, the Sheldrake, features a layered leather front in either black or brown.

Scheduled to debut at the end January, the frame collection will be sold at Berluti and Oliver Peoples boutiques. The collection will also retail at select eyewear sellers and department stores.

Suggested retail price for the frames ranges from \$450 to \$590.

We are excited to announce a collaboration with luxury French maison [@Berluti](#) of exclusive eyewear to be launched in stores for Spring 2017. [pic.twitter.com/yLhZe87raf](https://pic.twitter.com/yLhZe87raf)

Oliver Peoples (@oliverpeoples) [October 28, 2016](#)

Berluti has taken opportunities to expand its product offering, and who its target consumer is.

The French menswear brand is showing it knows what girls want with the debut of its first women's capsule collection.

Gender-neutral and unisex dressing has grown in popularity recently, and historically, a number of fashion houses have been known to borrow masculine codes for designing women's apparel. For Berluti, it is likely that female consumers have shopped its dress shirts and bespoke shoes for themselves, rather than the intended male, at one time, or another ([see story](#)).

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