

APPAREL AND ACCESSORIES

Safilo Atelier goes step above luxury fashion with conceptual, couture eyewear

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OXYDO Safilo Atelier design

By STAFF REPORTS

Italian eyewear creator Safilo is reviving the origins of its craftsmanship with the introduction of an Atelier Eyewear division.

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Safilo's Atelier will design frames positioned above its current fashion luxury category via a selection of sophisticated brands. The Atelier eyewear concepts will evoke design, art and fashion trends to speak to the world's most discerning consumers.

Atelier eyes

Similar to the apparel and accessories designed by brands who trust Safilo with their eyewear designs, Atelier will create refined optical products made of high quality, detail, artisanship and material.

Point of sale for Safilo Atelier will be limited to exclusive optical and fashion boutiques around the world. Brands with Atelier-made lines will also introduce bespoke collections, in finite quantities that will be presented as capsules as well as limited-edition made-to-order services.

The first Safilo licensees to experiment with Atelier is Lebanese-French fashion designer Elie Saab, whose spring/summer 2017 couture runway presentation featured eyewear by the new division, and in-house "wearable sculpture" brand OXYDO.



Elie Saab spring/summer 2017 haute couture (Photo by Antonio de Moraes Barros Filho)

"With Atelier, we enter as per our 2020 Strategic Plan also the segment of super luxury eyewear," said Luisa Delgado, CEO of Safilo, in a statement. "It offers very interesting growth and profitability rates.

"Because we have made high-quality product and distribution differentiation the bedrock of our corporate strategy over the past few years, we can now scale that to match precisely also the requirements of the super luxury business model," she said.

"We are delighted to debut with two exquisite brands – Elie Saab Eyewear Couture of unparalleled sophistication and our own OXYDO blending trailblazing technology and art-inspired beauty. In both, we have brought to life in market disruptive ways out renowned product savoir faire heritage and innovation capabilities."

Safilo is also embracing 3D printing technologies to produce the prototypes of its eyewear frames in record time.

By having the ability to quickly create 3D-printed models of potential eyewear designs, Safilo-licensed brands such as Dior and Jimmy Choo will be able to send new frames to market at a higher rate, a significant benefit due to the popularity of the eyewear category ([see story](#)).