

APPAREL AND ACCESSORIES

Dior, Elie Saab and Jimmy Choo eyewear to launch in Iran

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Jimmy Choo limited-edition Vivvy sunglasses; licensed by Safilo

By STAFF REPORTS

Italian eyewear manufacturer Safilo will enter the Iranian market through an exclusive distribution partnership with Noor Gostaran Azin Aryan.

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Safilo-created eyewear will be distributed in the Iranian market with Maxivision, an optical retailer operated by the Noor Gostaran Azin Aryan company in the country. Teaming with a local distribution partner is a common practice when entering a new region because the localized player has a better understanding of the market's culture and consumer behavior.

All eyes on Iran

Active in Iran since 2007, Noor Gostaran Azin Aryan will bring the Safilo eyewear portfolio to the Iranian consumer. Iran's population is approximately 80 million, making the country a viable market for consumer goods, especially as the area continues to grow.

Safilo will bring to Iran a range of eyewear styles from its consumer segments. The eyewear manufacturer is behind Atelier with Elie Saab ([see story](#)), and frames in the Fashion and Luxury categories, which includes Dior, Jimmy Choo, Fendi and Max Mara, among others.

The brand also offers a Lifestyle line in which Marc Jacobs and Kate Spade are found and the Mass/Cool segment with Polaroid and Havaianas, ensuring there is a frame style for all Iranian consumers.



Elie Saab eyewear is a license of Safilo

"We welcome the Noor Gostaran Azin Aryan Company to Safilo's worldwide partner network which counts more than 50 exclusive partners across the world," said Luisa Delgado, CEO of Safilo Group in a statement. "Their team with local market leadership and unique commercial capabilities is uniquely positioned to contribute to Safilo's growth strategy, and to build our company brand with Iranian retailers on our behalf.

"We see Iran as a market of great potential for our extensive brand portfolio, in sun and optical, and observe high local demand for trendsetting designs and high-quality craftsmanship," she said.

Safilo's entrance in Iran is part of its 2020 Strategic Plan that includes geographical expansion and distribution partnerships. Safilo's Iranian entrance follows the brand's 2014 entrance into the United Arab Emirates through a wholly owned Dubai subsidiary.

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