

APPAREL AND ACCESSORIES

Safilo partners with Marie Claire for second installment of #GetFramed campaign

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Safilo's eyewear brands are featured in both ads and editorial content in this month's Marie Claire

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Safilo is bringing back its #GetFramed campaign from last year in the May issue of Marie Claire magazine.

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#GetFramed is a sunglass-themed editorial platform highlighting several brands from Safilo's portfolio that sell women's eyewear. The campaign's inclusion in Marie Claire marks the second annual installment of this partnership.

"Now in its second year, Marie Claire's multi-platform movement #GETFRAMED inspires women to invest in a wardrobe of eyewear sunglasses and optical positioning them as the ultimate personal style statement," said Nancy Berger, vice president and publisher of Marie Claire, New York. "We believe in the eyewear category, dedicating the most editorial pages to this topic, and amplify our support across all of our platforms.

"Since the launch of #GETFRAMED, we've seen great traction with our consumer and sweeping success in the marketplace, which underscores the power of this platform."

Focus on frames

For the second year in a row, Marie Claire is working with Safilo to highlight women's eyewear from a number of its brands in the magazine's pages.

In the May issue, readers will find ad material branded with the #GetFramed message alongside imagery from Safilo's brands promoting their eyewear.

Additionally, these brands were featured in Marie Claire's 101 Ideas editorial feature, a collection of looks and products curated by the editorial team at Marie Claire.



Max Mara sunglasses

Among those 101 ideas are eyewear suggestions from Safilo brands such as Carrera, Polaroid, Cline, Elie Saab, Givenchy, Kate Spade New York, Marc Jacobs and Max Mara.

The section is meant to encourage women to make sunglasses a central point of their looks going forward. This is supported through several pages of content highlighting different looks and products with a heavy emphasis on eyewear.

#GetFramed was inspired by Marice Claire's earlier #ShoesFirst campaign, celebrating footwear as a defining part of a wardrobe. Debuting in 2013, the #ShoesFirst campaign inspired Marie Claire and Safilo to partner for last year's eyewear coverage and this year as well.

Eyewear issue

Last year, Safilo partnered with YouCam Makeup, an augmented reality mobile app, to support the #GETFRAMED campaign, letting customers virtually try on different pairs of glasses to see how they looked ([see story](#)).

This feature does not make a return, but the magazine includes a full-page story profiling Shantell Martin, who collaborated with Safilo brand Max Mara on a limited edition pair of sunglasses.



Safilo's #GETFRAMED campaign

Safilo's stable of associated brands has remained strong in recent years, with big brands such as Christian Dior remaining with Safilo for the next few years.

Dior, which has worked with the eyewear creator, manufacturer and distributor Safilo for about two decades, is choosing to continue the relationship through Dec. 31, 2020. As Dior stays on, fellow LVMH-owned brand Cline's contract with Safilo will end next year ([see story](#)).

Safilo will be supporting this campaign with an in-store event at its Solstice Sunglasses retail locations in New York later this year, hosted by Marie Claire.

"Safilo was the first from the industry to partner with Marie Claire last year in this ground-breaking way we created a disruptive approach for our industry and thought leadership beyond," said Luisa Delgado, CEO of Safilo Group, Padua, Italy. "We are proud to have pioneered this beyond the traditional methods. Safilo's DNA is about innovation—design, craftsmanship and go-to-market strategies.

"We combine that innovation with our secular tradition, dating back to 1875. That is our DNA, and it guides all we do."

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