

APPAREL AND ACCESSORIES

## Safilo modernizes North American headquarters as part of streamlining plan

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*Inside Safilo's Secaucus offices. Image courtesy of Safilo Group*

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By STAFF REPORTS

Italian eyewear manufacturer Safilo is moving its North American headquarters closer to New York with the opening of a new campus in Secaucus, NJ.

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Spanning two floors of a 10-story office building, the new 55,000-square-foot center includes a showroom, open-concept work space and a large meeting area. With a number of its partners, including licensors and retailers, based in New York, this relocation strategically places Safilo just 5 miles from Manhattan.

Moving in

Prior to Secaucus, Safilo's North American head office had been situated further west in Parsippany, NJ since 1997.

The new space at 300 Lighting Way was designed by architecture collective Studio 1200 in collaboration with Safilo's interior design department.

In an effort to create a modern work environment, the office features an open concept. Within the two floors of offices are workrooms, a cafeteria, call center and conference rooms.



*Safilo reception area. Image courtesy of Safilo Group*

Safilo has been working to streamline its operations in North America. In 2015, it moved its logistics and distribution activities to its distribution center in Colorado.

The former Parsippany headquarters had housed a second distribution center, which was closed last June. With this move, Safilo also relocated the returns and reprocessing activities to Denver.

"The reinvention of our North American headquarters is of strategic importance for Safilo Group as we invest in product, customer partnerships, management skills and operational efficiency in North America," said Luisa Delgado, CEO of Safilo Group, in a statement. "We need an attractive HQ located to build synergies with our Fifth Avenue showroom and its global design studio, as well as with our New York based licensing partners and North America's leading eyewear retailers.

"Here is where globally trend-setting design and innovation offer important inspiration for our group worldwide," she said. "We want a modern HQ work environment that is open to engage with our customers effectively, is designed to drive collaboration across functions, and is attractive also to millennial talent.

"Thus, our new HQ visually reflects Safilo's 2020 strategic aspiration which is to play our unique product centric role as industry leader, leveraging on the combination of unparalleled historical strength and modernization with confidence forward."

Last year, Safilo Group, which manufactures and distributes eyewear for licensed brands including Fendi and Dior, has 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 hire was 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](#)).