

APPAREL AND ACCESSORIES

Safilo expands distribution into Belarus, Kazakhstan

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Safilo produces eyewear for Dior. Image credit: Dior

By STAFF REPORTS

Eyewear maker Safilo is growing its global footprint as it enters the Belarus and Kazakhstan markets.

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Both nations are part of the fast growing Central and Eastern Europe (CEE) region, which includes the former Soviet Union members in the Commonwealth of Independent States (CIS), Central Europe and Turkey. With these additions, Safilo now retails directly in 40 countries.

Eyeing expansion

Safilo's operations in Belarus and Kazakhstan are part of the company's CIS hub based in Russia.

By opening in these two new nations, the Italian company will be able to work with local retailers to get its sunglasses and optical frames into their stores. The eyewear creator, manufacturer and distributor will focus on its range of products, from the couture-inspired Atelier frames for Elie Saab and its Fashion Luxury styles for Fendi, Dior Jimmy Choo to its Mass Cool designs for Polaroid and Havianas.



Jimmy Choo is one of Safilo's licensed brands. Image credit: Jimmy Choo

"With this announcement, we are making our high quality eyewear and powerful brands now directly available also in Belarus and Kazakhstan," said Luisa Delgado, CEO of Safilo Group, in a statement. "We are committed to building partnerships of trust with the local optical retailers, also here based on transparent commercial terms that expand our partners' choice of brands and support their business growth with in-store communication and good customer service.

"The two markets are of particular interest in the context of our Central and Eastern Europe high growth region, where we want to further accelerate our growth through distribution expansion and local brand building," she said.

Safilo's 2020 Strategic Plan includes growing its global commercial network. In June, Safilo also worked towards that goal by growing its distribution in the Middle East through a Saudi Arabian deal.

Safilo has inked an exclusive distribution agreement with Dr. Mazen Fakeeh C. Healthcare Company, which will begin representing the company's eyewear from licensed brands such as Jimmy Choo and Dior beginning in mid-June. A rapidly growing market for luxury in general, the Middle East also holds great potential for eyewear ([see story](#)).

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