

APPAREL AND ACCESSORIES

Safilo expands partner network further into Latin America

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Jimmy Choo's Gotha sunglasses are made by Safilo. Image credit: Jimmy Choo

By STAFF REPORTS

Italian eyewear manufacturer Safilo is further expanding its global partner network of worldwide distributors with Chile's Valente Eyewear & Trade.

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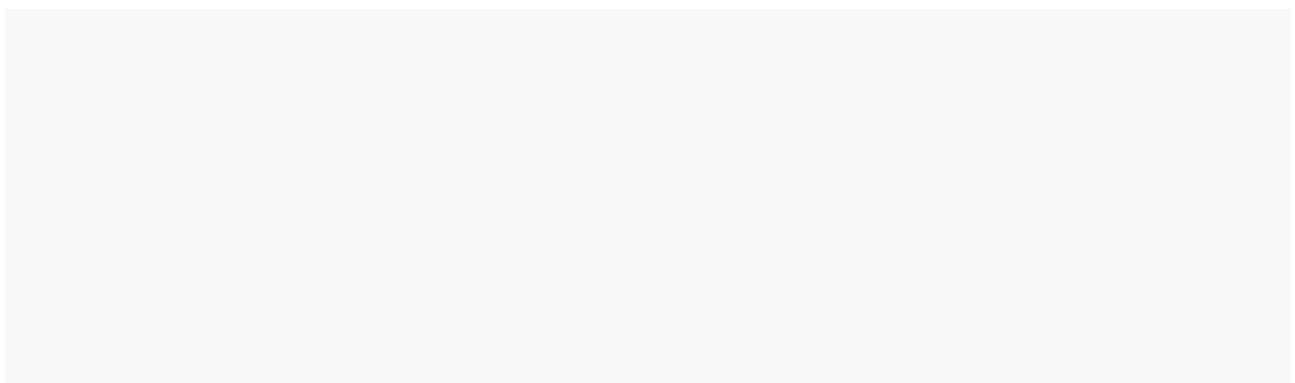
Through Safilo's exclusive partnership with Valente, the brand's eyewear portfolio will be available in the Chilean market. Aligning with a local partner ensures the highest offering of local service and quality distribution.

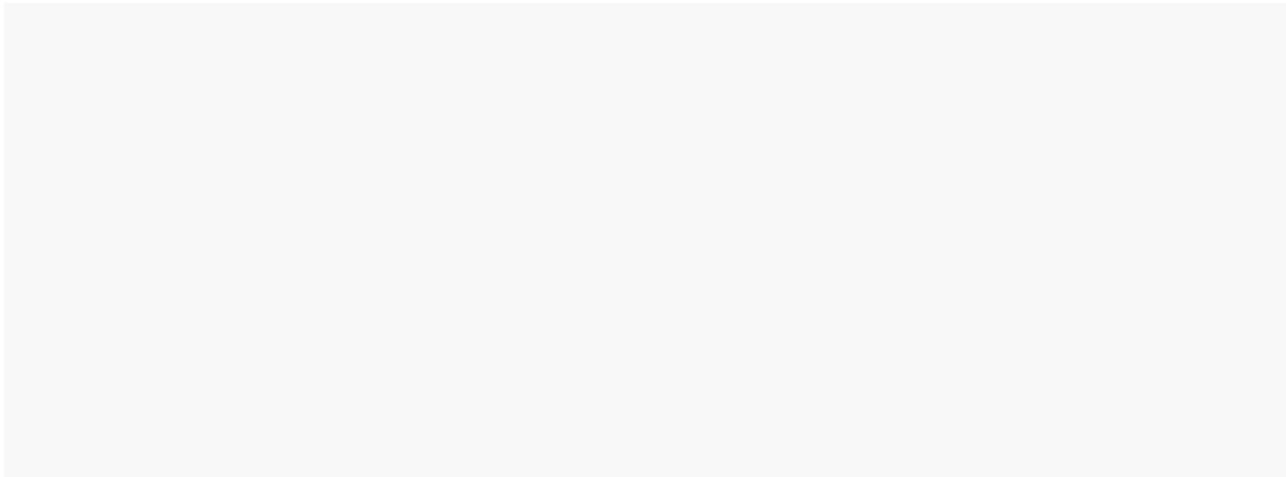
All eyes on Latin America

Consumers in Chile will now be able to shop from Safilo's extensive eyewear portfolio.

The Italian eyewear manufacturer is behind the frames of Marc Jacobs, Max Mara, Dior, Jimmy Choo, Fendi, Givenchy and at its highest level of design, Atelier Elie Saab, among many others.

"We are committed to broaden the market offer in Chile with our globally leading eyewear brands of trend-setting designs and technical product sophistication," said Luisa Delgado, CEO of Safilo in a statement.





A pool side essential | ELIE SAAB Eyewear

A post shared by ELIE SAAB (@eliesaabworld) on Aug 19, 2017 at 5:15am PDT

"We see an opportunity in Chile for international eyewear brand building and further development of eyewear retailing across all our segments," she said. "We are delighted to welcome Valente Eyewear & Trade to our global partner network.

"With their proven 30-year industry track record and capability, they are uniquely positioned to offer for us to local retailers the best industry standards of customer service, in-store communication and merchandising and to lead local consumer engagement with specific focus on our own core brands."

Safilo's expansion into the Chilean market will further the brand's Latin American Division (LA), established in 2013. Part of the 2020 Strategic Plan, the LA includes subsidiaries in Brazil and Mexico, a Miami, FL-based regional office and global showroom and market partners in Argentina ([see story](#)) and now Chile.

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