

RETAIL

Dior opens first boutique exclusive to eyewear

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Dior's eyewear boutique is a brand first. Image credit: Dior

By STAFF REPORTS

French atelier Christian Dior has opened a new space on Paris' Avenue Montaigne dedicated to its eyewear collections.

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Similar to beauty and fragrance, the eyewear category's accessible price point works as an entry-level introduction to a brand. The Dior eyewear collection, which includes sunglasses as well as optic frames, are a license of Italian eyewear manufacturer Safilo Group, who also produces frames for Fendi, Jimmy Choo and Marc Jacobs, among others.

An eye-ful

Dior has selected 28 Avenue Montaigne as the address of its eyewear boutique. The shop is just steps from Dior's historic maison and flagship boutique at 30 Avenue Montaigne.

The eyewear boutique concept is a first for the brand. Dior will use the location to promote its eyewear collections of all sunglasses styles and corrective lenses.

In a testament to Dior's heritage, the brand will display vintage pieces in the eyewear shop. The shop is also being used as the launch pad for Dior's DiorSoRealO sunglasses, reworked in fine and subtle metal.



Dior's eyewear boutique is located at 28 Avenue Montaigne in Paris. Image credit: Dior

When an eyewear purchase is made, or for consumers already with a pair of Dior frames, Dior's shop includes a display of small leather cases, exclusive to 28 Avenue Montaigne.

For Dior eyewear collectors, a case that can hold up to six pairs of glasses has been designed specifically for the boutique. Customized services are also available at the location.

The global eyewear market is currently valued at \$90 billion, and the popular category shows no signs of slowing, as it is expected to see growth of 65 percent by 2020, according to a June 2017 report by Fashionbi.

Optical and sunglass collections are an interesting fraction of the luxury market due to the category being manufactured by only a small handful of companies such as Italy's Luxottica and Safilo, two of the largest eyewear players. Luxottica, Safilo and other eyewear manufacturers work with luxury brands through licensing agreements, a strategy that consumers may be unaware of or disregard ([see story](#)).

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