

APPAREL AND ACCESSORIES

Safilo eyes Taiwan's luxury, lifestyle potential via distribution deal

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Safilo is on the move. Image credit: Max Mara

By STAFF REPORTS

Eyewear group Safilo is expanding its distribution network in Taiwan through an exclusive partnership with Luxasia.

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The company, which makes eyewear for brands such as Jimmy Choo and Dior, has recently looked to grow its global representation through partnerships in markets such as Chile, Belarus and Kazakhstan. Along with retail placement, Safilo is looking to tap into Luxasia's capabilities to build branded in-store experiences.

"We are proud to welcome Luxasia to our Global Partner Network," said Luisa Delgado, CEO of Safilo Group. "Taiwan has good potential in both lifestyle and luxury, also with a keen eye on our leading brands Polaroid and Carrera.

"Their expertise in quality distribution and in store execution, and proven brand building capabilities in the luxury industry will open the way for innovative consumer engagement in eyewear," she said. "This new partnership thus sets the foundation for Safilo's vision to reinvent eyewear consumer engagement, learning in Asia."

Retail alliance

Safilo's latest choice of partner is the largest distributor of cosmetics and fragrances in Asia. Luxasia has also begun stretching its operations to additional categories such as accessories, jewelry and fashion.

Along with acting as a distributor, Luxasia operates 100 of its own stores in 11 markets.

"Luxasia Group is excited to embark on this strategic partnership with Safilo, which has an established and illustrious history in premium eyewear," said Wolfgang Baier, group CEO of Luxasia. "The distribution and development of Safilo's portfolio of leading brands in Taiwan is in tandem with Luxasia's expansion into the luxury lifestyle sector of the region.

"Thanks to its omnichannel distribution and deep local knowledge, Luxasia will advance Safilo's presence in this market and enable customers to access its internationally-recognized and trendsetting designs," he said. "The dynamic distribution of its premium offerings will catalyze Safilo's presence in the region."



Fendi Eyewear is another Safilo licensed brand. Image credit: Fendi

Over the last four years, Safilo has built its Global Distribution Network to include 44 partner markets.

This latest move comes as the company makes a leadership change. Chief executive officer Luisa Delgado will be retiring on Feb. 28 for personal reasons.

Ms. Delgado joined Safilo in 2013 and oversaw the company's expansion into emerging markets. The executive also led the company's transition strategy around licensor Gucci's shift to supplier.

Succeeding Ms. Delgado in the role will be Angelo Trocchia, who comes to Safilo from Unilever. Most recently, he was chairman and CEO of Unilever Italia.

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