

APPAREL AND ACCESSORIES

Safilo pivots to embody sustainability in marketing materials

July 26, 2019



Safilo is the maker of Max Mara's eyewear. Image credit: Max Mara

By STAFF REPORTS

Eyewear maker Safilo is one of many apparel and accessories manufacturers looking for a more sustainable future with its commitment to having all of its marketing materials be Forest Stewardship Council certified.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Beginning with this year's upcoming fall season, all of Safilo's point of purchase marketing materials will be certified as coming from responsibly managed forests that provide environmental, social and economic benefits. The manufacturer explains that any newly produced purchase materials made globally or locally will also follow these guidelines.

Safilo and sustainability

FSC is a nonprofit organization that works to ensure the protection of forests on a global scale. Its certification means that all marketing materials from Safilo will have been produced in a circular economy in an effort to reduce waste.

Safilo states this is one of many decisions it has made to pivot towards a more sustainable and eco-friendly future.



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

"Sustainability is core to Safilo's strategy; the FSC certification is part of a broader set of technical and environmental innovations and social initiatives that the company is already implementing," said the company in a statement. "The group is making key investments to transform its business and operations for sustainable, profitable growth and generate shared value for its stakeholders and communities, as reported in the second edition of Safilo's consolidated non-financial information statement."

The Italian eyewear manufacturer also recently moved its North American headquarters closer to New York with the opening of a new campus in Secaucus, NJ.

Spanning two floors of a 10-story office building, the 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 ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.