

APPAREL AND ACCESSORIES

Safilo goes for sustainability with use of regenerated nylon for licensed and owned eyewear

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Safilo is turning to regenerated nylon to make eyewear for its licenses as part of its sustainability push. Image courtesy of Safilo

By LUXURY DAILY NEWS SERVICE

Italy's Safilo, maker of sunglasses and frames for some of the biggest names in luxury, has joined hands with Aquafil to make eco-sustainable eyewear as the trend takes root across different sectors of business.

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The Padua-based Safilo will use Econyl regenerated nylon in its eyewear collections in partnership with Aquafil, a company that makes synthetic fibers. The Tommy Jeans eyewear collection from Tommy Hilfiger will be the first Safilo-licensed products to be made of Econyl.

"Our investment to using recycled materials highlights our continued efforts towards promoting a responsible business," said Angelo Trocchia, CEO of Safilo Group, in a statement.

"This sustainable material will allow us to make our contribution and create products without using new resources," he said. "Our intention is to expand the use of Econyl as much as possible in order to decrease our carbon footprint."



Safilo's Econyl-made eyeglasses manufacturing starts with the Tommy Jeans label before expanding to other brands in its portfolio. Image courtesy of Safilo

New specs

Econyl is made through the regeneration and purification process of plastic waste, such as fishing nets, old carpets and fabric scraps. It is obtained through a process of de-polymerization and re-polymerization, and works the same as brand new nylon and can be recycled, recreated and remolded repeatedly with no loss of quality.

Safilo holds the license to make eyewear for brands such as its own core brands Carrera, Polaroid, Smith, Safilo and Priv Revaux, as well as licensed luxury labels Dior, Dior Homme, Fendi, Boss, Elie Saab, Givenchy, Hugo, Jimmy Choo, Love Moschino, Marc Jacobs, Missoni, M Missoni, Moschino, Rebecca Minkoff and Saks Fifth Avenue.

Plans call for Safilo to introduce Econyl to other collections for which it holds licenses.

Econyl has never been used before in the mass production of eyewear.

THE SUSTAINABILITY move comes two months after Safilo announced it was initiating a major restructuring plan after the loss of its LVMH licensing business, including Dior, Dior Homme, Givenchy and Fendi.

The 2020 reorganization is designed to make Safilo more focused on building a digitally oriented, direct-to-consumer business even as it seeks licenses to make eyeglasses, frames and sunglasses for leading luxury and premium brands. The loss of LVMH licenses will cost \$220 million (200 million euros) to Safilo's bottom line and lead to the 700 job redundancies in its Italian home base ([see story](#)).

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