

APPAREL AND ACCESSORIES

## Safilo licenses Chiara Ferragni eyewear line launching in 2022

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*The collection of full eyewear range, both optical and sun, will be available starting January 2022. Image credit: Safilo*

By LUXURY DAILY NEWS SERVICE

Eyewear maker Safilo is collaborating with one of the world's most popular influencers in distributing her branded eyewear collection.

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Italian influencer and entrepreneur Chiara Ferragni and Safilo are announcing their multi-year global licensing agreement with the full eyewear range, both optical and sun, being unveiled for the spring/summer 2022 season. The collection will be on sale starting January 2022.

"We are excited to welcome to our portfolio one of the most famous and powerful digital entrepreneurs in the world," said Angelo Trocchia, CEO of Safilo Group, in a statement.

"Together, we want to create a new leading and digitally boosted fashion eyewear brand that directly speaks to new generations, working in synergy with the extraordinary power of Chiara's global fan base to further strengthen the presence of Safilo in the digital universe.

"It represents a perfect fit in our brand portfolio and a significant opportunity for us to grow in the contemporary segment," he said.

All eyes on fashion

Safilo has been actively working to accelerate digitization within its brand, aiming to make significant progress in terms of product offers, service level, customer engagement and overall digital connection.

The new partnership with Ms. Ferragni aligns well with its digital sights, as the entrepreneur has found great success online.

Ms. Ferragni has had a busy year in partnering with luxury brands.



*Chiara Ferragni is a new global ambassador for Hublot. Image credit: Hublot*

Last week, Swiss watchmaker Hublot revealed Ms. Ferragni as its newest ambassador, joining a rapidly growing roster of talent ([see story](#)).

With 24.7 Instagram followers, Ms. Ferragni is one of luxury's most in-demand influencers. In May, she was announced as a new global ambassador for Roman jeweler Bulgari, a fellow LVMH maison ([see story](#)).

Both Ms. Ferragni and Safilo are expressing excitement regarding the new partnership, focusing on the future of innovative and fashionable eyewear.

"Safilo represents not only excellence in eyewear but also, similarly to my brand, a great example of Italian spirit with a global reach," said Ms. Ferragni, CEO and creative director of Chiara Ferragni brand, in a statement. "They strongly believed in my brand and in developing this new category.

"I chose Safilo because of the connection I felt with their values, their innovation and commitment to excellence," she said. "We worked together to create the collection and I can't wait to unveil it next year."

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