

APPAREL AND ACCESSORIES

# EssilorLuxottica reveals tech-enabled eyewear at CES

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At this month's show, the manufacturer presented a prototype of glasses meant to help consumers facing mild to medium hearing loss. Image credit: EssilorLuxottica

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By LUXURY DAILY NEWS SERVICE

Italian eyewear conglomerate EssilorLuxottica is venturing further into smart accessories.

At this month's Consumer Electronics Show (CES), the manufacturer presented a prototype of glasses meant to help consumers facing mild to medium hearing loss. The new Nuance Audio eyewear took the spotlight during the company's first-ever attendance at the Las Vegas convention.

"Throughout our 10-year smart eyewear journey, we have honed our R&D, manufacturing, and distribution capabilities through several partnerships and product releases, including the recent introduction of Ray-Ban Meta," said Francesco Milleri, chairman and CEO of EssilorLuxottica, in a statement.

"At CES, we will take our place among the world's leading innovators with a product, Nuance Audio, that has the potential to improve quality of life for over a billion people."

## Showcasing spectacles

"State-of-the-art proprietary open-air hearing technology" is said to be seamlessly integrated into Nuance Audio's design.

The product is currently still in development but will mark EssilorLuxottica's entrance into the hearing solutions market, which it views as mostly untapped.

The corporation is targeting consumers who are averse to traditional hearing aids or other corrective devices.

We are proud to exhibit at @CES 2024 in Las Vegas to showcase #NuanceAudio, first-of-its-kind glasses with advanced hearing solution, as well as #RayBanMeta smart glasses and other innovative solutions in the world of optics. Read more: <https://t.co/pgRQ3ksfLF> #CES2024 [pic.twitter.com/no8AUaimab](https://pic.twitter.com/no8AUaimab)

EssilorLuxottica (@EssiLux) January 9, 2024

Launching in North America in the second half of 2024, EssilorLuxottica hopes to attract clients who find corrective audio devices uncomfortable, unfashionable or too costly.

"While sight remains our core business and growing the optical market our strategy we are uniquely positioned to open up a new avenue for the industry by addressing the need for good hearing with innovative technologies," said Mr. Milleri and Paul du Saillant, deputy CEO of EssilorLuxottica, in a joint statement.

"As we did in the vision space, we will be the first to remove the stigma of traditional hearing solutions, replacing it with comfort and style."

Other luxury labels also showed up for the Las Vegas convention, which ended Jan. 12, with beauty group L'Oral teasing its next generation of hair dryers ([see story](#)).

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