

## COMPANY PROFILE

A place called Luxottica



Luxottica Group is a leader in the design, manufacture and distribution of fashion, luxury, sports and performance eyewear.

Among its core strengths, a strong and well-balanced brand portfolio includes proprietary brands such as Ray-Ban, one of the world's best-known eyewear brands, Oakley, one of the leading product design and sport performance brands globally, Vogue Eyewear, Persol, Oliver Peoples, Alain Mikli and Arnette, and prestigious licensed brands such as Giorgio Armani, Burberry, Bulgari, Chanel, Dolce&Gabbana, DKNY, Ferrari, Michael Kors, Miu Miu, Paul Smith, Prada, Ralph Lauren, Starck Eyes, Tiffany & Co., Tory Burch, Valentino and Versace.

Luxottica's international expansion has developed its geographic footprint worldwide. The Group's global wholesale distribution network covers more than 150 countries and is complemented by an extensive retail network of approximately 9,000 stores, with LensCrafters and Pearle Vision in North America, OPSM and Laubman & Pank in Australia and New Zealand, GMO and

Óticas Carol in Latin America, Salmoiraghi&Viganò in Italy and Sunglass Hut worldwide.

[MENU](#)

One of the Group’s competitive advantages is the vertically integrated business model built over the years, covering the entire value chain: design, product development, manufacturing, logistics and distribution.

Product design, development and manufacturing take place in Luxottica’s six manufacturing facilities located in Italy, three facilities in China, one in Brazil and one facility in the United States devoted to sports and performance eyewear. Luxottica also has a small plant in India serving the local market.

Luxottica also has produced sun and ophthalmic lenses for more than 20 years. The Company has increased its manufacturing capacity with the recent addition of three new laboratories in Europe, North America and Asia-Pacific which are completely integrated with its logistics hubs.



MISSION & STRATEGY

BRANDS

INDUSTRY ORGANIZATION

SCROLL FOR

MORE



# MISSION & STRATEGY

Luxottica's mission is to protect the eyes and enhance the look of women and men in the world, creating the best possible eyewear to satisfy its clients and interpret consumer tastes and aspirations. The Group pursues this mission ethically and responsibly, engaging all of its energy, skill and experience, keenly aware of how essential glasses are to the well-being of consumers, allowing them to work, read and communicate their personal style. To enjoy the beauty of life in all its forms and the beauty of the world that surrounds us.

"[To see the beauty of life \(/en/sustainability\)](/en/sustainability)" is the Luxottica vision that inspires its sustainable business approach and an integral part of the Group's strategy. It stems from a notion of universal beauty, visible to everyone, that assumes a tangible form in the search for a balance between well-being, respect for the environment, ethics and the transparency of relations.

Luxottica's spirit of excellence stands out in the way of working, at all levels and in all geographical areas. Every collection and every frame is the result of an ongoing R&D process which combines passion, innovation and creativity with the latest technology and master craftsmanship.

Luxottica is open-minded toward new ideas and ways of viewing, different models and cultures, in an effort to continuously improve and maximize the company's potential in increasingly competitive global markets.

[MENU](#)

Luxottica's long-term strategy is to continue to expand in the eyewear and eye care sectors by growing its various businesses, whether organically or through acquisitions. The Company will continue to focus on the following strategic pillars: vertical integration, design and technological innovation, brand portfolio management, market expansion, financial discipline and the development of talented and committed employees.

Building strong brands that create enduring relationships with consumers is key to how Luxottica plans to sustain its business in the future. In this direction we continue to invest to strengthen and balance our portfolio with the acquisition of new brands and the addition of new licensing agreements, in order to continually attract a wide range of consumers around the world with different tastes and lifestyles.

Luxottica is committed to maintaining and strengthening its position in the markets in which it operates. It also focuses on evaluating opportunities to further penetrate emerging markets, a key driver of its long-term growth strategy. Luxottica aims at increasing its market expansion through stronger retail distribution while consolidating its wholesale network and further growing its presence in e-commerce, department stores and travel retail.

# BRANDS

MENU

**EYEWEAR BRANDS**

MENU

Luxottica also operates one of the fastest growing managed vision care networks in the United States through EyeMed.



Luxottica is home to Sunglass Hut, the largest retailer of premium sunglasses in North America, Latin America, Europe, Asia-Pacific, South Africa and the Middle East.

[MENU](#)

Additionally, Luxottica has developed its new Ray-Ban retail concept in China, offering an interactive space created for consumers to embrace the unique Ray-Ban experience and culture. The Oakley brand provides a powerful wholesale and retail presence in both the performance optics and sport channels with its "O" stores, offering Oakley-branded eyewear as well as apparel, footwear, backpacks and accessories designed for athletic lifestyles. Finally, retail brands including Oliver Peoples, Alain Mikli, Ilori Optical and Optical Shop of Aspen, give Luxottica a foothold in the luxury space.

Luxottica's distribution channels are complemented by its e-commerce platforms, including Ray-Ban.com, Oakley.com, Persol.com, Vogue-Eyewear.com, SunglassHut.com and Glasses.com.

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# INDUSTRY ORGANIZATION

[MENU](#)

## ANFAO

Luxottica joins Anfao - the National Association of Manufacturers Optical Goods - bringing together the majority of Italian companies of this category. Today there are 109 members.

The Association was founded over 60 years ago (1954) in Milan, with clear objectives: first create a profitable synergy between the companies involved and then, in an atmosphere of full cooperation, represent their interests in the institutions, both nationally and internationally, to export all over the world the concept of Made in Italy as always been synonymous of quality.

[VISIT WWW.ANFAO.IT](http://WWW.ANFAO.IT) (    ://    .      .  )

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[INVESTORS](#)

[EYEWEAR BRANDS](#)

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[FAQ](#)

[REPORT FAKE](#)

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[ONESIGHT](#)

[CONFORMITY DECLARATION](#)



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[LEGAL](#)

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