Luxottica responds to global safety concerns with ‘Shield Your Eyes’ launch

Luxottica Group has announced its new ‘Shield Your Eyes’ Initiative, which involves the release of a new eyewear collection developed in response to a growing consumer demand for eyewear that provides extra protection for everyday life and sport.

Providing greater coverage for the area surrounding the eye, the products include clear and ‘photochromic’ lines from Oakley and Eye Safety Systems (ESS).

Luxottica says that while the travel retail channel has been – and continues to be – heavily impacted by the current crisis, this initiative is a reflection of the company’s global efforts in ‘influencing the safe return of travellers, with trusted brands from its portfolio’.

The eyewear company says it is working closely with its customers in travel retail to provide access to the ‘Shield Your Eyes’ collection for the safety of their employees and consumers and is now available for wholesale purchase.

SAFETY REMAINS A TOP PRIORITY

Alessandro Pozzi, Global Channels Director, Luxottica Group, commented: “Safety remains a top priority for all our consumers, and the ‘Shield Your Eyes’ collection is a reflection of our rapid and effective response to these demands.

Luxottica ESS Crossbow with Gasket.

“In this ever-changing landscape, we really must adapt and evolve and, at Luxottica, we remain steadfast in our commitment to ensuring our consumers are equipped with the best eye protection – there is no company better equipped to help consumers shield their eyes than us.

“With innovation playing a key role in everything that we do, we will continue to develop and offer state-of-the-art products for all.”

The collection consists of eight Oakley clear SKUs, eight Oakley photochromic and five ESS SKUs that come with lens prescription options and anti-fog features, and are available in a wide range of prices.

The Shield Your Eyes collection will be supported by a global marketing campaign led by NFL star and Team Oakley athlete JuJu Smith-Schuster.

Oakley’s mix of ‘iconic models’ feature a wider coverage area, as well as a selection of frames that are certified as Personal Protective Equipment (PPE).

MASKS, NECK GAITERS AND BANDANAS

All products are equipped with: High Definition Optics, a patented technology that eliminates distortion to give the user clearer, sharper, and more accurate vision; Plutonite lens to block 100% UVA, UVB and UVC rays and harmful blue light; and Impact Protection that guards against high velocity and high mass impact.

Oakley is bolstering its safety apparel collection with the release of a series of masks, neck gaiters, bandanas and garments made from antibacterial fabric and featuring detachable PPE elements, which will be available in stores from mid-June.

In addition to Oakley’s new models, Luxottica is making products from its ESS brand available to
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consumers for the first time. Originally designed and distributed for military, first responders and industrial use, the products are also certified as PPE.

**Luxottica ESS Crossbow without Gasket**

All ESS products have met or exceeded the most stringent US military standards, insists Luxottica, and are made of ballistic polycarbonate lenses equipped with 100% UVA/UVB protection.

The lenses also deliver distortion-free optical clarity and have anti-fog (ClearZone FlowCoat) and anti-scratch (ToughZone) treatments.

The Shield Your Eyes collection will be supported by a global marketing campaign led by NFL star and Team Oakley athlete JuJu Smith-Schuster, and will be brought to life through digital assets, educational touchpoints, athlete portraits and more.

**Luxottica Oakley SI M Frame 3.0 PPE with Gasket.**