

Press Release

NEUSS (Germany), 14 December 2017

Brand Frames with Accurate Perspective D'art Design Gruppe starts Cooperation with Eyewear Manufacturer Luxottica

A new retail cooperation brings together D'art Design Gruppe with the Italian eyewear manufacturer Luxottica for the first time. For Luxottica Germany, the creatives from Neuss design exclusive brand frames for the company's proprietary brands Oakley, Ray-Ban and Vogue Eyewear as well as the license brand Emporio Armani.

Made of durable aluminium, the four different presentation frames shine in a high-end look and are at the same time both light and robust. With varied sizes and flexible rear wall systems designers react to the request for individual scalability and diverse uses. The lit presentation frames improve both the brand visibility as well as the brand perception at the optician, generate more attention and offer customers more orientation.

This results in permanent Branded Customization: The eyewear brand frames create a sensorial tangibility for the brands in the salesroom and provide customers with a special shopping experience – at already more than 70 opticians in Germany, Austria and Switzerland.

Luxottica Germany GmbH is a subsidiary of the Italian Luxottica Group, the worldwide most successful manufacturer of glasses and sunglasses with presence in 130 countries and more than 73000 employees.

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IMG_0005: For Luxottica Germany, D'art Design Gruppe creates exclusive brand frames e.g. for Oakley, Ray-Ban and Emporio Armani.



IMG_010B: The eyewear brand frames create a sensorial tangibility for the brands in the salesroom and provide a special shopping experience.



IMG_0002: Made of durable aluminium, the different presentation frames shine in a high-end look and are light as well as robust.

Facts and figures

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| Project: | Brand Frames 2017 |
| Customer: | Luxottica Fashion Brillen Vertriebs-GmbH |
| Design: | D'art Design Gruppe GmbH |
| Locations: | DACH countries |

Image material

We will be happy to provide you with high resolution image material for the purpose of topic-related reporting. Please send your enquiry to: pr@d-art-design.de.

The naming of the copyright holder is binding when images are used: D'art Design Gruppe/ Olaf Rohl.

About the D'art Design Gruppe

D'art Design Gruppe is one of the leading spatial communication agencies in Germany and has been an expert for multi-sensual brand experience for over 25 years. The holder of numerous international design awards, D'art Design Gruppe designs brand and experience spaces for customers such as 3M, adidas, Amtico, Britax, C.H. Beck, Deutsche Telekom, Electrolux, Gabor, Gräfe und Unzer, Grundig, Henkel, innogy, Kanzan, Lloyd, MFI, Norske Skog, Panasonic, Parador, Philips, Reebok, RWE, Schüco, Turck, Würth and Zaha Hadid.

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