

vogue  
eyewear

OVERVIEW  
2023



1973

### THE BEGINNING

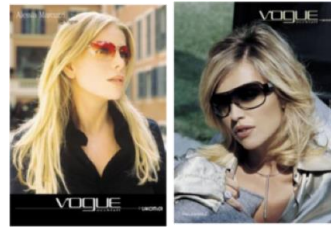
Paolo Seminara founded Vogue Eyewear in Florence. "Vogue. A short and simple name, not registered in the fashion department yet."



1990

### THE ACQUISITION

Luxottica acquires Vogue Eyewear. Concentrated on mature markets, mainly EMEA, the brand was focused on wholesale channels and optical segment.



2001 — 2005

### ITALIAN MUSE

Vogue as an Italian brand, focusing on Italian celebrities (e.g. Alessia Marcuzzi, Paola Barale).



2006 — 2014

### GOING INTERNATIONAL

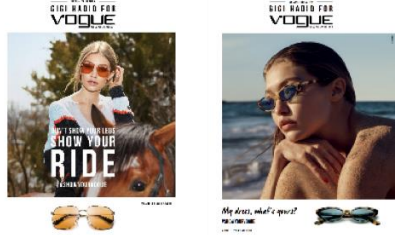
Focus on global ambassadors to boost brand awareness on international level: Gisele Bündchen, Kate Moss and Eva Mendes.



2015 — 2016

### MULTICULTURAL APPROACH

Vogue as a globally and locally relevant brand, expanding to different parts of the world with 3 different ambassadors. New invitation to consumers to express their life in Vogue.



2017

### #SHOWYOURVOGUE

New brand positioning to put the consumer to the center and establish the brand as a style coach: teaming up with Gigi Hadid, one of the most influential models and style influencers.



2017 — 2019

### FASHION AUTHORITY

Leveraging on Gigi Hadid personality to strengthen the brand's authority in the fast-fashion world. And turning her into the co-creator of her own capsule collection.



2020

### NEW LOOK AND TARGET

Refreshing the brand's visual identity and partnering with the Zennial actress Millie Bobby Brown, also as a active collaborator of her capsule. Evolving the brand positioning with a more inclusive and younger platform #letsvoque.



2022

### REINFORCING THE FASHION POSITIONING

The choice of Hailey Bieber, fashion icon and top model, as the brand's new ambassador, aims at strengthening the brand's positioning into the fashion territory

# Product & Consumer Breakdown

AVANT-GARDE  
TREND-SETTER  
EDGY

**FORERUNNER: 25%**

"I love to be first to spot and experiment new trends before they become mainstream. Standing out in a crowd makes me feel cool and confident."

TREND-  
FOLLOWER

**IN VOGUE: 50%**

"I wouldn't consider myself a fashion victim, but I care about my style. I take inspiration from fashion brands and influencers to be sure I'm always up-to-date."

CLASSIC  
TIMELESS

**EVERGREEN: 25%**

"I prefer simplicity over showing-off and evergreen styles over seasonal trends. This is why my wardrobe never goes out of style."

W  
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STYLISH  
UP TO DATE  
CONFIDENT

Our MAN is trendy, confident and always on-point. When it comes to looking good, Vogue Men are all about living the vibe.

M  
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PLAYFUL  
MINI-ME SHAPES

Our kids know where there is more style, there is more fun!

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## OUR MISSION

Become the fashion reference in the eyewear category that boosts people's confidence and helps them to express who they are.





TARGET

**THE BECOMERS**

*18-35 yo women and men*

They are ever-evolving, on a path of continuous self-reinvention. Life to them is not about ticking boxes.

It's about enjoying the ride and being open to new possibilities, new ideas and new energy.

They never miss a chance to evolve and express the many facets of their personality – often through style.



## REASONS TO BELIEVE



### FASHION RELEVANCY

*Fashion is our DNA.  
Our styles and partnerships always  
embody the contemporary spirit and  
make us a trusted fashion eyewear  
reference.*

### ACCESSIBILITY

*Premium quality, at an affordable price and  
variety of popular distribution channels.*

### VERSATILITY

*Product variety of trending shapes,  
lines and colors makes it fun and  
easy for everyone to find a style  
they connect with.*





# HAILEY BIEBER CAMPAIGN



**THANK YOU**