

v o g u e
e y e w e a r

OVERVIEW

May 2022

BRAND JOURNEY



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 Bundchen, 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.

BRAND JOURNEY



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 #letsvogue.



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.

BRAND ARCHITECTURE & CONSUMER

68%

W
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M
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FORERUNNER

25%

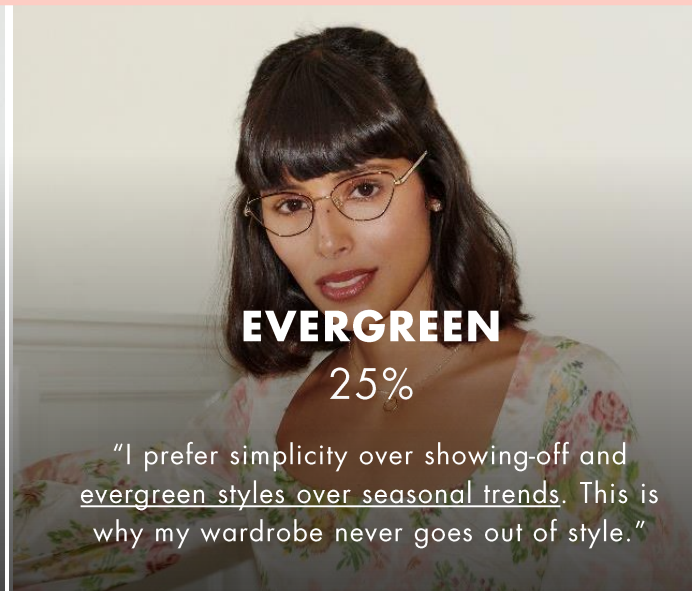
"I love to be first to spot and experiment new trends before they become mainstream. Standing out in a crowd makes me feel cool and confident."



IN VOGUE

50%

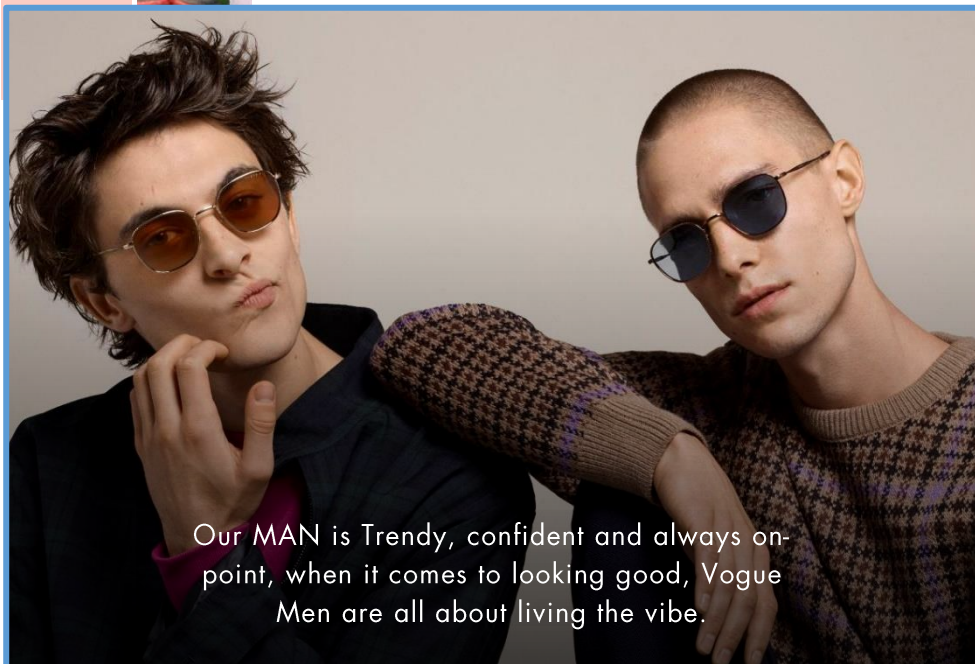
"I wouldn't consider myself a fashion victim, but I care about my style. I take inspiration from fashion brands and influencers to be sure I'm always up-to-date."



EVERGREEN

25%

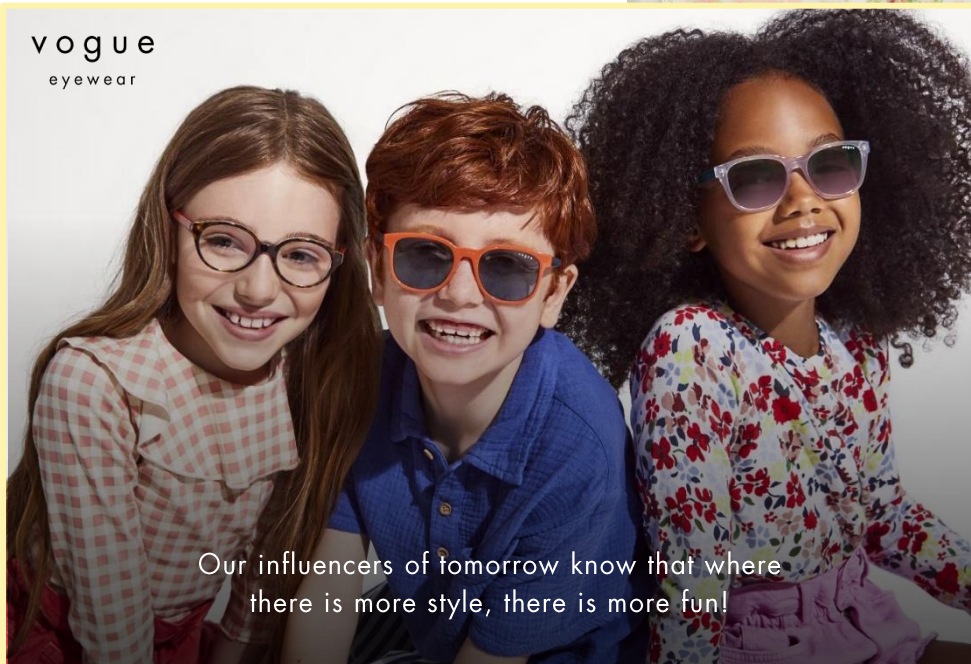
"I prefer simplicity over showing-off and evergreen styles over seasonal trends. This is why my wardrobe never goes out of style."



22%

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



vogue
eyewear

10%

K
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D
S

Our influencers of tomorrow know that where there is more style, there is more fun!

MISSION

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



TERRITORY

Vogue Eyewear has authority and credibility in the fashion world. Reasons to believe: partnerships with authoritative influencers, product variety of trendy shapes lines and colors and premium quality at affordable price.

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.

ESSENCE

THE FASHION EXPLORER

Vogue Eyewear is here to inspire you to play and explore in your everyday journey of self-becoming, so you can express yourself with confidence.

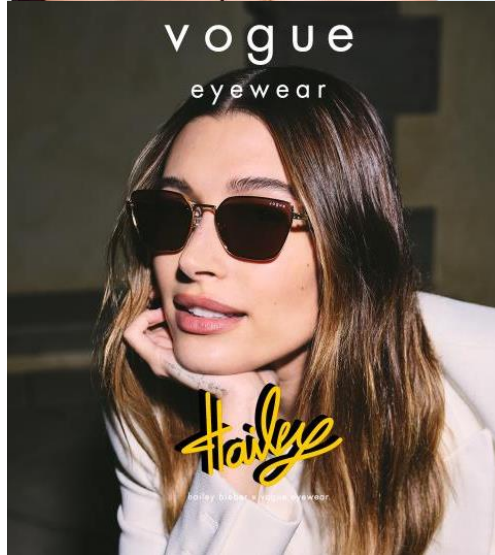
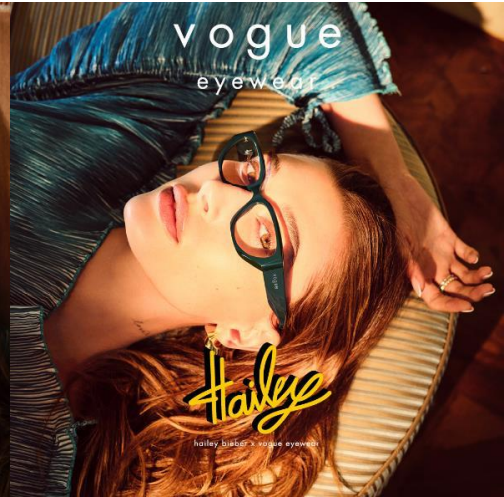
HAILEY BIEBER

THE NEW FACE OF VOGUE EYEWEAR

- 43M+ IG Followers
- Relevant to Vogue's core target and younger generations
- Very connected and influential in fashion space
- Numerous fashion collabs (Versace, Calvin Klein, Levi's, Ralph Lauren, Ivy Park by Beyonce, Jimmy Choo)
- High reach + relevant in VO key markets
- High percentage of female following
- Actively speaks out about diversity



HAILEY BIEBER X VOGUE EYEWEAR 2022 MAIN CAMPAIGN



THANK YOU