



CONSUMER MEDIA RELEASE

## Seeing is Believing The future of retail is now

**20 July 2010:** Today, the eyes of the world are on Melbourne as international eyewear retailer Luxottica opens its world-first concept store in Australia's fashion capital.

**OPSM eye hub** is the future of retail. Architecturally designed by e2, the space sets a new benchmark in style, innovation and the shopping experience.

Spanning 1,500 square metres and showcasing the widest range of frames in the Southern Hemisphere, size alone sets the eye hub apart, but it's the eye hub experience that makes it memorable.

From the concierge service that greets visitors at the door to securing the exclusive pre-season release of Dolce & Gabbana's Animalia Collection, eye hub simply does it differently.

Technology is at the forefront with touch screen interactive mirrors that allow people to playback their new look and see what they look like with full clarity of vision.

Sports enthusiasts and pro-athletes alike will put their eyewear to the test in the Oakley Pressure Chamber and Revo Elements Room, complete with a custom made wind tunnel and variable light settings.

Real life sporting hazards and environments, like glare and wind, will be simulated for rigorous in-situ testing of frames. As a result, for the first time fitness fiends can check that their sunglasses or prescription frames are up to any given sports task before purchasing. The wind tunnel is even equipped with an exercise bike for cyclists as well as a treadmill.

The fashion forward and seekers of luxury will be met with ranging never before seen in Australia and displayed in the store's centerpiece, The Vault.

Within The Vault is a collection of stunning and exclusive designer frames, including two pairs of hand chosen Bvlgari sunglasses, made from gold and studded with diamonds, retailing at \$18,000.

**OPSM eye hub** has also secured the Australian summer pre-release of the fashion forward Burberry April Showers collection for the next three months. These must-see collections will only be available at **OPSM eye hub** for this period, with no other retailers in the world stocking them until late September.

The extravagant Bvlgari sunglasses are just the tip of the iceberg, with more exclusive pieces up to the value of \$24,000 due to arrive in store. In-house stylists are on hand at all times, to access The Vault and assist in frame selection from designer ranges including Tiffany, Prada, Versace, Chanel and Stella McCartney.

But beauty is in the eye of the beholder and **OPSM eye hub**'s eye care and facilities are superior. There are eight dedicated optometry rooms with highly trained optometrists using best practice eye care and hospital-standard equipment. There will be a minimum of seven optometrists in the store at all times.

People will feel at home in the eye hub lounge area including special eyecare online information hubs, complimentary refreshments and a break-out area for people to call family or friends following a concerning or upsetting diagnosis.

If shopping with kids in tow, there's a playful kids area, with 'eyeball chairs', educational aspects and eye 'pods' with factoids. Parents can safely leave children to play and learn whilst they peruse the grown up's sections or even the kids section as **OPSM eye hub** has the largest range of kids frames in the world.

Chris Beer, CEO, Luxottica, Asia Pacific comments: "**OPSM eye hub** will offer the largest range of product in the Southern Hemisphere and is a one-stop shop for all optometry needs. eye hub will be rolled out across the world by the Luxottica Group so to be debuting the store concept in Melbourne is hugely exciting for all involved.

"The store has been built in a highly collaborative way with every customer in mind, from young to old and everyone in between, to suit every taste, lifestyle and budget. There will truly be something for everyone at eye hub. We're proud to be leading the way in eye care globally and providing customers with an unrivalled retail experience."

Melinda Spencer, Vice President, Marketing for Luxottica Australia & New Zealand, took on the task of sourcing the largest range of eyewear in the Southern Hemisphere. She says, "The range is truly spectacular from our one-of-a-kind pieces to the most comprehensive range of sport, kids, fashion, sun and optical glasses."

The eye hub has been designed by award winning architects e2, who have a reputation for creating breathtaking spaces centered on the enhancement of the customer experience. With a floor layout that resembles an eye the build will be totally unique.

As a final touch an incredible green 'living wall', rounds out the utterly unique eye hub experience that must be seen to be believed.

With concepts, ideas, product and staff that are the best in Australia, **OPSM eye hub** truly is the future of retail.

The **OPSM eye hub** store is located at 174-176 Burwood Rd, Hawthorn, five kilometres from Melbourne's CBD.

-ends-

For more information, images and interviews please contact

Lizzie Culverhouse or Lucy Treble  
One Green Bean

0405 447 160 / 0415 932 138  
02 8020 1811 / 8020 1811  
lizzie@onegreenbean.com.au /  
lucy@onegreenbean.com.au

Cait Tynan  
Luxottica

0421 273 336

Cait.Tynan@luxottica.com.au

## **Notes to editors:**

### **About Luxottica Australia & Asia Pacific**

Luxottica has approximately 1,300 retail stores under the brands OPSM, Sunglass Hut, Oakley, Laubman & Pank, Budget Eyewear, Bright Eyes and Lenscrafters and employs 8,500 people across Australia, New Zealand, Asia Pacific, South Africa and Greater China.

In Australia, Luxottica's retail brands include OPSM, Laubman & Pank, Budget Eyewear, Sunglass Hut and Bright Eyes. We have more than 830 stores across Australia and employ close to 5,000 people.

### **About Luxottica Group S.p.A.**

Luxottica Group is a leader in premium fashion, luxury and sports eyewear, with over 6,300 optical and sun retail stores in North America, Asia-Pacific, China, South Africa and Europe and a strong and well-balanced brand portfolio. Luxottica's key house brands include Ray-Ban, the best known sun eyewear brand in the world, Oakley, Vogue, Persol, Oliver Peoples, Arnette and REVO, while license brands include Bvlgari, Burberry, Chanel, Dolce & Gabbana, Donna Karan, Polo Ralph Lauren, Prada, Salvatore Ferragamo, Tiffany and Versace. In addition to a global wholesale network covering 130 countries, the Group manages leading retail brands such as LensCrafters and Pearle Vision in North America, OPSM and Laubman & Pank in Australasia, LensCrafters in Greater China and Sunglass Hut globally. The Group's products are designed and manufactured in six Italy-based manufacturing plants, two wholly-owned plants in China and a sports sunglass production facility in the U.S. In 2009, Luxottica Group posted consolidated net sales of Euro 5.1 billion. Additional information about the Group is available at [www.luxottica.com](http://www.luxottica.com).