



# Looking at retail in a radical way

GLOBAL eyewear giant Luxottica is hoping to reverse a sales slump in Australia after opening Asia's biggest optical retail store in Melbourne.

Milan-based Luxottica, which owns the OPSM Group, launched its latest concept store in suburban Hawthorn yesterday, six days before it reports its June quarter 2010 earnings.

Touch-screen interactive mirrors, wind tunnels for testing sports eyewear and optometry rooms are among the features.

Luxottica chief executive for Asia Pacific operations Chris Beer said the store was a world first and represented the future of retailing.

"In this store you're greeted by a concierge and we ask you how you'd like to interact with the store," he said.

UK retail futurist Dr Ian Pearson said artificial intelligence features would be a hallmark of retailing in 10 years.

Luxottica manufactures a host of designer-branded sunglasses including Chanel, Versace, Bulgari and Tiffany, and also owns and manufactures the Ray-Ban, Oakley and Vogue brands.

It distributes eyewear through 6300 stores in 130 countries, including Sunglass Hut worldwide, which has 191 stores in Australia and New Zealand.

Luxottica owns OPSM Group Pty Ltd in Australasia, which holds a 33 per cent share of the local eyewear market, according to IbisWorld.

