



Open to a novel concept

GLOBAL eyewear giant Luxottica is hoping to reverse a sales slump in Australia after opening what it says is the Asian region's biggest optical retail store, in Melbourne.

Milan-based Luxottica, which owns the OPSM Group, launched its latest concept store in 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 offered to customers.

Luxottica Asia Pacific operations chief executive Chris Beer said the experiential store concept was a world first because it represented the future of retailing.

Luxottica makes designer-branded sunglasses including Chanel, Versace, Bulgari and Tiffany, and owns and makes 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 in Australasia, which holds more than 40 per cent share of the local eyewear market, ahead of Specsavers with 18.5 per cent and Paris Miki with 1.5 per cent, according to IbisWorld. AAP



EYES ON MARKET: Luxottica distributes eyewear through 6300 stores in 130 countries