



**PRESS RELEASE**

**18TH MARCH 2015**

**SUNGLASS HUT IS ANNOUNCED AS PRINCIPAL SPONSOR OF LONDON FASHION WEEK**

Sunglass Hut has today been announced as the Principal Sponsor of London Fashion Week as part of an exciting three year partnership that starts in September 2015.

London Fashion Week, which takes place biannually in February and September, showcases hundreds of exciting designer labels and global brands to an international audience cementing the capital's reputation as the birthplace of talent and the home of creativity and innovation.

For over forty years, Sunglass Hut has been the definitive destination for people everywhere to see and buy the latest trends in premium eyewear with over 3,000 stores worldwide, from Australia to the United States.

Together the British Fashion Council and Sunglass Hut will leverage London Fashion Week content distributing it through their networks and social media channels to bring the UK's biggest fashion event direct to a targeted global fashion buying audience. Sunglass Hut will also be a business mentoring source for British designers, sharing expertise in retailing and marketing in the global arena.

Caroline Rush, Chief Executive of the British Fashion Council, said: *"Sunglass Hut is a world leader in eyewear retailing and we look forward to building a long term partnership to further engage the global audience of London Fashion Week."*

Fabio d'Angelantonio, President of Sunglass Hut and Chief Marketing Officer at Luxottica added: *"We believe that London Fashion Week offers a global point of view that resonates from the runway to the streets. We are excited to share its designers, influencers, and trends with consumers in established and emerging markets via our global retail network."*

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For more information, visit [www.britishfashioncouncil.com](http://www.britishfashioncouncil.com)

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#### **British Fashion Council**

The British Fashion Council (BFC) was set up in 1983 to promote British fashion internationally and co-ordinate this promotion through fashion weeks, exhibitions and showcasing events. The BFC now supports designers beginning at college level and extending to talent identification, business support and showcasing schemes to help British designer businesses develop their profiles and business globally and promote British fashion and its influential role in Britain and London. The BFC Colleges Council offers support to students through its MA Scholarship, links with industry through Design Competitions and Graduate Preview Day. Talent identification and business support schemes include the BFC Fashion Film sponsored by River Island; BFC Rock Vault; BFC Headonism; BFC/Vogue Designer Fashion Fund; BFC Contemporary sponsored by eBay; NEWGEN sponsored by TOPSHOP and NEWGEN MEN sponsored by TOPMAN. Showcasing initiatives and events include London Fashion Week, London Collections, LONDON show ROOMS, the BFC Fashion Arts Foundation, International Fashion Showcase, Vodafone London Fashion Weekend and the annual celebration of excellence in the fashion industry: the British Fashion Awards

#### **Sunglass Hut**

[www.sunglasshut.com](http://www.sunglasshut.com)

Sunglass Hut is the biggest sunglass specialty retailer in the world with more than 3000 retail locations. With a global reputation for premium sunglass brands, Sunglass Hut offers the latest designer brands along with outstanding customer service. Sunglass Hut stores are located throughout the United States, Canada, the Caribbean, Latin and South America, Europe, Australia, New Zealand, Hong Kong, Singapore, Middle East and South Africa.

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

Luxottica Group is a leader in premium, luxury and sports eyewear with over 7,000 optical and sun retail stores in North America, Asia-Pacific, China, South Africa, Latin America and Europe, and a strong, well-balanced brand portfolio. House brands include Ray-Ban, the world's most famous sun eyewear brand, Oakley, Vogue Eyewear, Persol, Oliver Peoples, Alain Mikli and Arnette, while licensed brands include Giorgio Armani, Bvlgari, Burberry, Chanel, Coach, Dolce & Gabbana, DKNY, Polo Ralph Lauren, Prada, Michael Kors, Starck Eyes, Tiffany and Versace. In addition to a global wholesale network involving 130 different countries, the Group manages leading retail chains in major markets, including LensCrafters, Pearle Vision and ILORI in North America, OPSM and Laubman & Pank in Asia-Pacific, LensCrafters in China, GMO in Latin America and Sunglass Hut worldwide. The Group's products are designed and manufactured at its six manufacturing plants in Italy, three wholly owned plants in the

People's Republic of China, one plant in Brazil and one plant in the United States devoted to the production of sports eyewear. In 2014, Luxottica Group posted net sales of over Euro 7.6 billion. Additional information on the Group is available at [www.luxottica.com](http://www.luxottica.com).