



ILORI TO BE THE FIRST OFFICIAL SUNGLASS BOUTIQUE OF THE PUBLIC THEATER'S SHAKESPEARE IN THE PARK

***Designers Thakoon and Thierry Lasry Create Limited Edition 'Shakespeare in the Park'
Sunglasses Sold Exclusively at ILORI in SoHo***

The open-air, the summer sun, theater in the park and sunglasses all create the perfect setting for this summer's Shakespeare in the Park, where luxury sunglass boutique ILORI has signed on to be the first Official Sunglass Boutique and sponsor. The Public Theater's renowned Shakespeare in the Park, held every summer in New York's Central Park, draws more than 100,000 people annually to experience the magic of the outdoor, open-air Delacorte Theater. Since the performances begin in daylight with the evening sun reflecting off of the stage, sunglasses are the perfect and necessary accessory to ensure nothing is missed.

This summer kicks off with one of Shakespeare's most beloved comedies, *Twelfth Night*, featuring Academy Award nominee Anne Hathaway in her Public Theater debut as Viola. Directed by Daniel Sullivan, the cast of *Twelfth Night* also includes Tony Award winners Audra McDonald and Julie White as well as Tony Award nominee Raúl Esparza and will run June 10th to July 12th. The second Shakespeare in the Park production will be Euripides's *The Bacchae*, directed by JoAnne Akalaitis and featuring original music by Phillip Glass, which will run August 11th to August 30th.

"Shakespeare in Central Park is the quintessential New York outdoor summer event and we are thrilled to be a part of it," said ILORI Vice President and General Manager Michael Hansen. "At ILORI we pride ourselves in joining together art, fashion and culture and making it accessible to our clientele in creative ways. Shakespeare in the Park is very similar in that it is a cultural institution that is quite accessible to all."

In celebration of the sponsorship, designers Thakoon and Thierry Lasry have created a collection of limited edition sunglasses that will be sold exclusively through ILORI's SoHo boutique.

Thakoon

The Thakoon style has been named "Viola" in honor of the character in *Twelfth Night*, and will be available in three color options: Honey/Green Havana, Midnight Blue and Brown/Lavender. A limited series of 12 pieces of each style will be produced – each piece will be numbered (1 of 12, 2 of 12, etc...) and will retail for \$320. As a further tribute to the performance, one style will be launched every "Twelfth Night" at the boutique; launch dates are June 10, June 21 and July 3.



"ILORI is the kind of luxury boutique that is really in sync with my brand vision – to offer something creatively unique in a way that is really sophisticated," said Thakoon. "The colors capture the essence of the Shakespearean performance in the park on beautiful summer days."

Thierry Lasry

For the second performance, *The Bacchae*, Thierry Lasry has created a plastic aviator style named "Agavy" after a leading character in the show. The style name has an extra "y" at the end similar to all Thierry Lasry styles (mimicking his first and last name that both end with a "y"). The shape, while unisex, exudes masculinity to capture the essence of leading character Agave, who is very strong, daring to refuse to worship the god Dionysus. This limited edition style will be offered in three color options: Green, Clue and Vintage, 12 numbered pieces in each color, and will retail for \$365. Lasry placed great significance in the choosing of the colors: blue, reminiscent of the summer blue sky of the period Shakespeare in the Park is taking place; green for the green of Central Park; and the third edition is using a very old vintage acetate material from the 80s reminiscent of the mythological aspect of the play. One version per week will be released; dates are August 11, August 25 and September 6.

"I love the idea of transversal collaborations in the artistic world so I was really excited to see how ILORI came up with this idea of having special sunglasses designed for plays of Shakespeare in the Park," said Thierry Lasry.

Tickets to Shakespeare in the Park are free and distributed the day of the performance at the Delacorte Theater on the southwest corner of the Great Lawn in Central Park. For more information on how to get tickets, visit www.publictheater.org.

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For more information please visit www.loriStyle.com

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About Luxottica Group S.p.A.:

Luxottica Group is a global leader in premium fashion, luxury and sports eyewear, with over 6,200 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, ILORI 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 and in two wholly-owned plants in China. In 2007, Luxottica Group posted consolidated net sales of €5 billion. Additional information on the Group is available at www.luxottica.com.

THE PUBLIC THEATER (Artistic Director Oskar Eustis; Executive Director Andrew D. Hamingson) was founded by Joseph Papp in 1954 as the Shakespeare Workshop and is now one of the nation's preeminent cultural institutions, producing new plays, musicals, productions of Shakespeare, and other classics at its headquarters on Lafayette Street and at the Delacorte Theater in Central Park. The Public's mandate to create a theater for all New Yorkers continues to this day on stage and through its extensive outreach and education programs. Each year, over 250,000 people attend Public Theater-related productions and events at six downtown stages, including Joe's Pub, and Shakespeare in the Park. The Public has won 41 Tony Awards, 149 Obies, 40 Drama Desk Awards, 24 Lucille Lortel Awards and 4 Pulitzer Prizes.