



## **ILORI: TREASURE BROUGHT TO LIGHT**

### **ILORI AT A GLANCE**

While designer eyewear has replaced the “It” bag as the new must-have accessory, luxury sunglass boutique ILORI has answered the need for consumers seeking exclusive styles, first editions and exceptional customer experience.

ILORI offers an unparalleled collection of highly-exclusive sunglass styles from the world’s most coveted designers, and the brand’s boutiques have become the ultimate destination for fashion connoisseurs to discover, touch, feel, delight and fall in love with eyewear. Derived from an African word meaning ‘special treasure,’ ILORI is a seductive place where the rarified qualities of craftsmanship and originality are supremely valued and waiting to be revealed. The result is an elegant shopping environment for those who consider the assemblage of an eyewear wardrobe to be as important as the ownership of other fashion fundamentals - the bag, the shoe, the jewelry, the wristwatch.

Owned by Luxottica Group, ILORI has satisfied an undiscovered market for a luxury sunglass retail experience catered to affluent consumers who purchase more than one pair of sunglasses at a time and who aim to create the ultimate sunglass wardrobe. Founded on an Italian heritage of design perfection, ILORI understands the inherent value of a perfect pair of sunglasses. ILORI curates a precious trove of coveted styles and exclusive creations that display the perfect proportions, extravagant materials and exquisite detailing of modern eyewear design in a museum-like setting. The impressive product selection includes an eclectic range of iconic brands, including Persol, Oliver Peoples and Ray Ban; established designers such as Tom Ford, Prada and Chanel; emerging designers including Thakoon, Proenza Schouler and Derek Lam; and hard-to-find niche brands such as Gold & Wood, Kata and Saki — many of them offered in limited editions exclusive to and created specifically for ILORI.

ILORI displays eyewear in a completely new way – as works of art exhibited in a setting born from both fashion and culture. However, unlike a museum, gallery or even a traditional sunglass shop, ILORI invites its clientele to interact with the product. The ILORI shopping experience is a journey of exploration, discovery and revelation.

### **EXCLUSIVE EXPERIENCE**

The experience at ILORI goes beyond just shopping for sunglasses. Catering to consumers who revel in opulence and exclusivity, ILORI offers an unprecedented signature experience that ensures each client feels special. At the core of this



experience are the ILORI style consultants, who are handpicked for their natural ability to engage, as well as their extensive knowledge of fashion, culture, style and hospitality. They act as guides through the ILORI experience, offering extraordinary service that is personalized and indulgent. Always ready to deliver a new look, a new material, a new shape, a new product, the ILORI style consultants encourage clientele to rediscover and enhance their own personal style.

From the initial greeting to the presentation of product to the celebratory French imported ILORI exclusive chocolate, each step in the process is treated with care and ceremony. Through a series of seamless rituals, shopping at ILORI approaches the level of the sublime. Style consultants undergo an intense brand immersion learning all the customs that set ILORI apart from the rest – offering guests a glass of water or champagne upon arrival, private-room purchasing, sharing upcoming in-store events and local activities, concierge services, presentation of the purchase and celebratory ILORI chocolate, and sending handwritten thank-you notes following each purchase. The training and brand immersion is ongoing to ensure every consultant is knowledgeable on each new style and collection at the boutique. And the immersion goes well beyond just product knowledge. ILORI style consultants are well versed on the heritage, stories and traditions behind the brands, offering an in-depth and personalized experience to each customer. It is through this experience that ILORI opens people’s eyes to sunglass treasures, revealing them in a new light and providing clientele with the means to create an illustrious wardrobe of sunglasses and a first-class experience.

### **DESIGN DECADENCE**

The exclusive and opulent nature of the store experience is echoed in the chic interior designed by Craig Nealy, creating an environment of privacy, intimacy, curiosity and adventure inspired by such modern artists as Donald Judd, Alexander Calder and Sol Lewitt. Considering Nealy’s contributions to the experiences of such luxury retailers as Vera Wang, Louis Vuitton, Neiman Marcus, Bergdorf Goodman and Harvey Nichols, it was only fitting that ILORI bring the designer on to create the first specialty store dedicated to the treasure of sunglasses and to create an extraordinary and mysterious environment for its clientele to explore.

Among the arresting design features includes the VOICE OF ILORI display wall, a Judd-like composition of backlit acrylic boxes that showcases a specially curated, rotating selection of designers and the latest trends in eyewear and pop culture. The sunglasses themselves are displayed carefully to allow full view of every style and to feature the little details that make each style special.

Sail-like piers suspended from the ceiling create a series of intimate spaces where clients are invited to try on niche brand sunglasses and view themselves in one of a number of full-length mirrors, which are strategically placed allowing shoppers to see how their choice affects their wardrobe. Sculptural walls inspired by twentieth century minimalist art frame the eyewear of established and emerging designer



collections displayed at the perimeter of the store. In the rear of the store, the most precious and opulent of all the fashion eyewear from the world's most coveted brands are housed in horizontal niches set in an undulating, burnished gold wall. Sculptural vitrines placed at focal points throughout the store showcase limited edition styles, ILORI exclusives and the most exceptional brands available.

Whether looking for statement sunglasses or a classic design, ILORI offers an experience that is truly extraordinary, with product that is selective and exclusive service that is personalized and indulgent. ILORI boutiques can be found in the most fashionable cities across North America from Manhattan to Beverly Hills. ILORI plans to open six U.S. boutiques in 2007 and a second flagship store on Rodeo Drive in Los Angeles, CA.

ILORI is one of the retail brands of Luxottica Group, the global leader in eyewear.

For more information please visit [www.iloristyle.com](http://www.iloristyle.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, Pearle Vision and ILORI 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](http://www.luxottica.com).*