



## **ILORI: Bringing Treasures to Light in Cincinnati**

### ***Luxury sunglass boutique ILORI opens its 20<sup>th</sup> North American Boutique; First boutique in hometown Cincinnati***

(Cincinnati, OH) June 2009 – ILORI, the ultimate sunglass shopping destination, is proud to announce the opening of its first Ohio boutique in ILORI's hometown of Cincinnati. Located within Kenwood Towne Centre, the city's premiere shopping destination, the new ILORI boutique offers men's and women's sunglasses from more than 45 of the world's most influential designers and brands, and features an unparalleled collection of exclusive and limited edition styles.

"Sunglasses have fast become a year-round must-have accessory, and we believe our city's fashion and sunglass enthusiasts will be delighted to have a specially curated collection of the most sought after sunglass styles at their fingertips," says ILORI Vice President and General Manager Michael Hansen. "We are proud of ILORI's success and are thrilled to open the first ILORI boutique in our home city."

Boutique manager Melissa Patterson agrees, "Kenwood Towne Centre is the perfect location for Cincinnati's first ILORI boutique. Our style consultants look forward to sharing the ILORI signature experience with each client, offering service that is personalized and indulgent. We want to help encourage our clients to rediscover and enhance their own personal style. "

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 represent a broad variety of the types of sunglasses available today – everything from extravagant materials to exquisite detailing – all arranged in a museum-like setting.

The store experience is echoed in the chic interior designed by Craig Nealy, and inspired by such modern artists as Donald Judd, Alexander Calder and Sol Lewitt. The newest ILORI boutique in Cincinnati occupies 1,890 square feet of space and creates an environment of privacy, intimacy, curiosity and adventure. ILORI's visual displays are unexpected and experiential, and are designed to celebrate sunglasses as individual works of art. The Voice of ILORI wall is a dedicated area in the boutique that displays an ILORI-curated collection of the ultimate trends, unique frames or niche designers. The boutique also boasts sail-style displays and Sol Lewitt inspired wall displays, which feature many emerging designers such as Derek Lam, Proenza Schouler and Paul Smith, established designers like Persol, Oliver Peoples and Ray-Ban, and such niche sunglass brands as Kata, Fabien Baron and Blinde. The burnished Golden Wall at the back of the boutique features elevated brands, including Bvlgari, Chanel and Tiffany & Co.



In addition to Cincinnati, ILORI boutiques can be found in many more fashionable cities across North America: Manhattan, Los Angeles, Beverly Hills, Palo Alto, Carmel, San Juan, Toronto, Chevy Chase, Manhasset, San Francisco, Maui, Honolulu, Las Vegas, Pittsburgh, Sacramento, Palm Beach, Skokie, Short Hills, Hackensack and Tucson.

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).*