



ILORI: TREASURE BROUGHT TO LIGHT

ILORI, the brand new concept store of luxury sunglasses opens in the heart of SoHo the first flagship store.

New York (USA), 14 September 2007 – ILORI, the first luxury specialty store dedicated to the treasure of sunglasses, unveils today its 4,500-square foot flagship store in the heart of New York City's SoHo neighborhood.

ILORI, a word meaning "special treasure", is the ultimate destination for luxury sunglass brands, designer sunglass trends and personal service; providing an unparalleled experience. Shopping at ILORI is a journey of exploration, discovery and revelation.

People are once again becoming connoisseurs of luxury and indulgence. Consumers are not just shopping, they are seeking an experience. ILORI is the destination for treasure hunters who crave the hidden, the exclusive, the undiscovered, the special.

The ILORI flagship store designed by New York architect, Craig Nealy, creates an environment of privacy, intimacy, curiosity and adventure. ILORI's visual displays are unexpected and experiential. A dedicated area in the store displays an ILORI curated look on the ultimate trends, unique frames or niche designers. The ILORI signature experience offers unprecedented standards of service. Clients will be guided by style consultants who share expertise and an appreciation for the treasure of sunglasses.

The ILORI product assortment reflects the brand personality, carrying the ultimate and unique brands. ILORI is the destination where to find the most distinctive product assortment, limited edition sunglasses and product usually available only in international markets, from brands such as Beausoleil, Bvlgari, Chanel, Derek Lam, John Varavtos, Lanvin, Persol, Prada, Tiffany.

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

Media Contacts:

Stefanie Altman

Account Supervisor
Nike Communications, Inc.
(646) 654-3435
saltman@nikecomm.com

Danielle Martinetti

Public Relations Manager
Luxottica Group
(212) 302-1200 x41
dmartinetti@us.luxottica.com

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.