



## **ILORI BACKGROUND**

As luxury becomes more commonplace, accessories have become the new barometer of status. Affluent consumers have developed increasingly sophisticated tastes. Modern luxury is as much about the journey as the destination.

The new luxury consumer wants to feel special and to be inspired. Their indulgence is treating themselves to the luxuries they love. Their decadence is enjoying a stimulating and beautiful experience. They take great pleasure in adding the ultimate touch of luxury to their personal style.

ILORI is a place where the rarified qualities of craftsmanship and originality are commonplace. Founded on an Italian heritage of design perfection, ILORI understands the inherent value of a perfect pair of sunglasses. Unique objects, perfect proportions, extravagant materials, intimate detailing – our sunglasses are works of art which deserve to be treated like the precious treasures they are. From a curated collection, to individual fitting, to reverent displays, ILORI puts them on a pedestal and offers them as a tribute, as a treasure, to be revered, respected and discovered.

## **ILORI AT A GLANCE**

- ILORI is the destination for special, where luxury, elegance and craftsmanship are treasured.
- ILORI is the place to find luxury in sunglasses, to discover and live trends as they develop, and where the store environment and the service make the shopping experience truly unique.
- ILORI is a place where the customer can indulge, explore, imagine and dream.
- People are becoming connoisseurs of luxury and indulgence is back. The ILORI client is not just shopping; they are seeking an experience and are always looking for the exclusive. ILORI offers the intimate, personalized experience that luxury consumers desire.
- ILORI is for treasure hunters who crave the hidden, the exclusive, the undiscovered, the special.
- ILORI is treasure brought to light. Shopping at ILORI is a journey of exploration, discovery and revelation.
- ILORI offers an experience which is unique and extraordinary, with product that is selective and exclusive, and service that is personalized and indulgent.
- The ILORI signature experience offers unprecedented standards of service.
- The store was designed by Craig Nealy, an architect known for store designs of other luxury brands like Louis Vuitton, Vera Wang and Neiman Marcus.
- ILORI is opening flagship stores in 2007 in New York City's SoHo and in Los Angeles on Rodeo Drive.
- The ILORI logo evokes a sophisticated, magnificent magic. The filigree around the logo suggests the idea of curly eyelashes evoking beauty and desire. The mythical animals like the forest deer, the crowned falcon or the wise lioness contribute to give a legendary majesty and mystery to the world of ILORI.
- Luxottica is leading the market, showing the category what is possible in the luxury eyewear segment and in doing so, it is helping the entire category to expand.



## **ILORI SERVICE AND EXPERIENCE**

ILORI is less a sunglass store than a sunglass experience. The ILORI signature experience offers unprecedented standards of service to ensure each customer feels unique, pampered and very special. ILORI is the ultimate destination for not only luxury sunglass brands and designer sunglass trends, but also the ultimate in personal service.

Intimate and extravagant, mysterious and sensuous, the ILORI experience immerses you, surrounds you, imperceptibly leads you on a journey of exploration and discovery. Each encounter on this journey reveals something new, in a surprising and unexpected way. A new look, a new material, a new shape, a new product, delivered in a way that asks you to see it anew, to rediscover and reconsider. It is through this experience, this journey, that we open people's eyes to our treasures revealing them in a new light and a new world.

ILORI is treasure brought to light. Shopping at ILORI is a journey of exploration, discovery and revelation. Different areas inside the store allow the customer to try different shopping experiences. Customers can try on sunglasses in intimate areas designed and lit to feel like a personal catwalk. Customers that prefer to relax and be served will enjoy the sitting area, where they will be assisted by the ILORI style consultants.

Clients will be guided by ILORI style consultants who share an expertise and an appreciation for the treasure of sunglasses. ILORI style consultants are trained not only on product, but also on brand heritage and trends.

ILORI offers an experience which is unique and extraordinary and service that is personalized and indulgent.



## **ILORI STORE DESIGN**

The ILORI flagship store, designed by architect Craig Nealy, will create an environment of privacy, intimacy, curiosity and adventure inspired by artists Donald Judd, Sol Lewitt and Alexander Calder. Craig Nealy is a registered architect with more than twenty-five years of experience and a global reputation for excellence in design. He has two degrees in architecture from Cornell University and was a Fulbright Scholar in Rome. He has worked with clients such as Vera Wang, Louis Vuitton, Neiman Marcus, Bergdorf Goodman, Harvey Nichols and The Carlyle Hotel.

ILORI is the first specialty store dedicated to the treasure of sunglasses. ILORI is a unique environment created to display eyewear in a completely new and unique way. ILORI invites their clients to interact with the product in an elegant, unhurried manner. ILORI creates a new paradigm: eyewear as ART – displayed in a setting born from both fashion and culture. Shopping at ILORI will be a journey of exploration, discovery and revelation.

Piers suspended from the ceiling create a series of intimate spaces where the client is invited to try on sunglasses and view themselves in one of a number of small mirrors interspersed with product. The sunglasses themselves are displayed carefully to allow full view of every style and every color.

Sculptural wall systems inspired by twentieth century minimalist art frame the eyewear displayed in the walls at the perimeter of the store. The randomness of the housing isolates each style, as do the piers, so the sunglasses can be appreciated for their quality, style and innovation.

In the rear of the store, the most precious of all the fashion eyewear is housed in horizontal niches set in an undulating, burnished gold wall. Inspired by the northern lights, a unique, random lighting system creates a dramatic series of highlights which feature each item displayed in its turn. This lighting system is unique to the ILORI store.

Lounge furniture invites the client to sit and try sunglasses on at their own pace. Expert style consultants provide as much assistance, or as little, as the client requests. Small mirrors set into display walls are complimented by fully mirrored, floor to ceiling niches.

At focal points throughout the store, art installations and sculptural vitrines showcase the ultimate and most unique brands available.