

TRIPTIC

EYEWEAR AGENCY

Serving both as protective (and corrective) product and as fashion accessory, eyewear is powerfully attractive for wearers and consumers worldwide. Realizing this, many from the eyewear industry are actively involved in its **mutation** that started a few years ago, a change that resulted from **increasing competition**, a **potential disruption of the sales channels** partially arising from progressively growing online sales, as well as the **new expectations of young (and older) consumers** looking for new customer experiences and a **transformation—and even an industrial concentration**, as the global leaders aim to control the entirety of the value chain.

From that assessment, three renowned professionals—Jacques Emmanuel Falempin, Eric Jean and Dominique Cuvillier—joined their expertise to found TRIPTIC, the first eyewear consulting agency.

“Like the fragrance industry and the fashion accessory industry, for many brands eyewear is a key driver of growth and a powerful branding opportunity as long as they develop cohesive strategies that factor in trends, customer expertise, creativity, sourcing and sales channels”, said Jacques Emmanuel Falempin, specialized in strategic consulting for fashion and luxury brands.

Dominique Cuvillier is a prospective and marketing consultant and specializes in the eyewear industry. He calls himself a “creative disruptor” whose goal is to stimulate and lead an industry that has not reached maturity yet: “There is on one hand a very fragmented manufacturing, a strong lack of differentiation between brands and manufacturers which are also unable to develop a sustainable value from creation and innovation; and on the other hand there are fairly conservative distributors who rely on promotions to hold on to their market shares. And between them are more demanding and more knowledgeable consumers, who expect exclusive and amazing offers and a better consistency between the brands’ narratives and the products’ creative universes.”

“The product is at the core of our three-pronged approach”, said Eric Jean, optician, designer and creative director for brands and distributors. “However, we are not a mere design studio. Above all, TRIPTIC is a 360° creative platform that develops collections with the perfect design that reflects the values and the uniqueness of luxury and entry-level brands, factors in the current trends and serves the market’s requirements. We are very mindful about the commercial interests of our clients.”

“The eyewear business indeed requires a careful attention and a global approach that factors in multiple parameters”, said Jacques Emmanuel Falempin. Based in Paris, TRIPTIC is the first eyewear agency. It advises, guides and provides comprehensive solutions to brands, eyewear manufacturers, distributors and retailers worldwide.

Press contact: contact@agencetriptic.fr

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