



NEW MANAGING DIRECTOR AND NEW HEAD OF SALES FOR AREA98

Area98, an Italian company that has excelled in the eyewear market for over twenty years due to its constant pursuit of innovation and to the exuberant creativity of its collections, is preparing to face 2018 with two new appointments: Monica Dal Cin as Managing Director and Luciana Olivotto as Head of Sales. The entry of these two figures is part of a broader business reorganization process through which Area98 aims to optimize and strengthen its commercial strategy and support its international growth.

Monica Dal Cin, who has worked in the eyewear industry for almost thirty years, has held important positions in companies such as De Rigo, Marcolin and Mondottica. Dal Cin, who has always loved challenges, spoke about her entry into Area98: “Area98 is different – both in terms of size and product type – to the large companies that I have previously worked for. This difference, together with the passion and enthusiasm of those who created it and the excellence of its products and brands, which are a pure expression of creativity and sophistication, led me to accept this challenge with great conviction and enthusiasm. I believe that Area98 has all the credentials to expand its international presence by placing great emphasis on the style and design of brands that are currently in its portfolio, while adding an innovative approach to processes and communication.”

Luciana Olivotto, who has had long and varied experience in the eyewear and accessories sector, has joined Area98 to transform her passion into energy focused on new business opportunities. “Extreme attention to both single components and to the performance of the overall frame is the distinctive feature of Area98’s models,” Olivotto remarked. “In addition to product quality, the values on which current choices and commitments are based are a profound reappraisal of human relationships and wide-ranging synergies that combine to create innovative solutions.”

About Area98

The result of Area Srl’s twenty years of experience in the eyewear sector, AREA98 Srl is now one of the most original companies in the eyewear industry. Dynamism, product culture, design with international appeal, the exclusive presence of proprietary brands in its portfolio, a product range aimed at different targets, benchmark values and price ranges, a strong link with the local area: these are the elements that identify the company and have determined its success over the years. With its registered offices in Milan and operational headquarters in Pavia di Udine, AREA98 mainly focuses its business abroad, with exports that now constitute over 90% of company turnover. Area98 boasts a portfolio of 7 brands, divided into specific divisions: a luxury division (Coco Song and Robert Rüdger), a fashion division (La Matta and Kaos) and a diffusion division (Genesis and Oliviero Continini); starting from Mido 2017, these brands will be joined by the new CCS line. AREA98 brands are present in over 30 countries, with a direct distribution network and distributors.

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