

PR Release – Travel Retail Award

Zurich, April, 2018

INVU – finalist for Consumer Travel Retail Award

An exclusive group of 5'000 frequent international travelers has voted INVU, the young and innovative Swiss brand, a finalist for the Global Travel Retail Award in the Eyewear Category.” What makes this nomination so special is that the international market research firm that conducted this study has, for the first time, decided that the end user will be the ultimate jury” says Rebecca Harwood Lincoln, Travel Retail Director for the INVU brand. “This strong vote of confidence from actual customers is a great honor for INVU and Swiss Eyewear Group. It proves that our strong focus on product innovation and high quality resonates well with consumers.”

All INVU sunglasses are designed and engineered in Switzerland and equipped with the ultra polarized lens from Swiss Eyewear Group. With an average retail price of between Euro 50 and Euro 60 INVU sunglasses offer customers incredible value for money.

To learn more about INVU, visit invueyewear.com or contact us at info@swisseg.com

Swiss Eyewear Group (International) AG is a registered, privately held company with its headquarters in Zürich Switzerland. INVU is a registered trademark of Swiss Eyewear Group (International) AG and is distributed in over 85 countries around the globe.



SWISS EYEWEAR GROUP 

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