



## **Kering Eyewear launches the exclusive Gucci Eyewear Global Travel Retail Campaign to engage international travellers**

Kering Eyewear is preparing to launch the new Gucci Eyewear Global Travel Retail Campaign, which goes beyond the traditional customer-based distribution approach, to deliver an innovative channel-oriented experience designed exclusively for today's "customers on the move".

Running from May through September 2018, this engaging campaign will be released in Top Gucci Eyewear travel retail doors worldwide, in major podiums located across key airports and Down Town Duty Free Malls.

The creative concept introduces a sleek unisex sunglass style dedicated exclusively to the duty-free market. The oversized rimless mask is shaped with a single thick lens and shiny golden metal temples, while the frame is adorned with iconic Gucci metal rivets and with the distinctive logo lettering. It is offered in a varied colour palette ranging from classic tones such as grey and brown to bright shades featuring blue, pink and yellow lenses.

The exclusive style stars in a dedicated Gucci Eyewear advertising campaign shot by Petra Collins under the artistic direction of Christopher Simmonds, which will be displayed as part of the set-up designed for the travel retail corners.

The shopping experience will be complemented by engaging digital experiences for customers, comprised of branded frames, which allow customers to take a GIF in store through an app and post it on social media using the hashtag #GucciEyewear.

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