

# GUCCI

## KERING EYEWEAR LAUNCHES THE 2<sup>ND</sup> EDITION OF 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 2019, this campaign will be released in top Gucci Eyewear travel retail doors worldwide.

The creative concept highlights a sleek sunglass style exclusively dedicated to the duty-free market. A shiny gold ultra-light metal frame defines the innovative shape, creating a stylish contrast against the coloured lenses that enhances the sophisticated shape. The temples end in a fork detail with the renowned Interlocking G.

These exclusive sunglasses, featured in two images by photographer Hugo Scott, are available in a varied colour palette ranging from classic tones such as brown to bright shades featuring yellow, pink and orange lenses.

#GucciEyewear

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