

El Cercle d'Economia grants David Pellicer, CEO and Founder of Etnia Barcelona, the José Manuel Lara Award.

The Barcelona eyewear firm has deservedly won the most widely recognized national business award, together with fellow award winners Javier Goyeneche, founder of Ecoalf and Joaquín Cuenca, founder of Freepick Company, both for their technological contribution to the business world and their innovation. The prestigious award is made in remembrance of José Manuel Lara Bosch.

The Cercle d'Economia has acknowledged the firms **Etnia Barcelona**, **Ecoalf** and **Freepick**, granting them the José Manuel Lara Awards for Ambition and Entrepreneurial Purpose at the 36th Meeting of the Cercle d'Economia.

The awards ceremony was held last *Thursday, June 17*, at a session presided over by Laura Urquizu, member of the Board of Directors of the Cercle d'Economia Foundation, as part of the Economic Symposium hosted by the organisation at Barcelona's W Hotel from June 16-18. The event brings together significant figures from the world of politics such as Pedro Sánchez, Mario Draghi, Yolanda Díaz, Pablo Casado and Ana Botín with people from the world of business, like Pablo Isla, to discuss the challenges and opportunities faced by the corporate world, the economy and political system.

David Pellicer thanked the Cercle d'Economia and jury, as well as appreciating the contribution of his own team. He underscored the effort and tenacity required to make a dream like his come true, to stand as a model to the sector. Likewise, he made a call for the need to "do something of significance", to leave a legacy for the future.

The award made by the Cercle d'Economia, acknowledges the passage of an enterprise from infancy to maturity. Today, such firms constitute a source of wealth and stable employment. At the same time, many of the founders or leaders of these companies are people committed to their social and economic environment, thus also generating other, different forms of wealth.

The award commemorates the achievements of José Manuel Lara, who was President of the Cercle d'Economia and a paradigmatic example of an entrepreneur of ambition and purpose.

The independent eyewear Brand, which in 2021 will be celebrating its 21st anniversary, is ranked between third and second place in terms of the brands that sell most in Europe. From the very outset its success has been built around top-quality design and end to end control of the entire creative process. The use of colour in all its designs has resulted in it owning the most colour references of any firm in the eyewear sector. Moreover, all its products are crafted in top quality **natural materials**, such as natural acetates and mineral glass lenses, and created with **HD colour technology**.

With offices in Barcelona, Miami, Vancouver, and Hong Kong, it has a presence in over 60 countries, 15,000 points of sale worldwide. It boasts a spectacular Flagship Store in the emblematic Born District of Barcelona featuring 7 storeys dedicated to eyewear culture, showcasing the absolute best of the brand.

The designs of the brand invite us to express ourselves through the very design itself. Etnia Barcelona is colour, art, culture. Above all, it is intricately related to the city in which it was born and grew up. Barcelona represents a lifestyle open to the world.

Etnia Barcelona remains firmly committed to **sustainability**. From the very outset, the marque has always worked with the highest quality natural materials: premium cotton and wood-based acetates and mineral lenses for its sunglass collections. For its packaging, Etnia uses 100% recyclable cardboard made from certified sustainable sources. All Etnia collections are produced in the firm's own production facilities with technologies designed to help reduce environmental impact while guaranteeing an enduring quality product. The systems focus on an ethical production system that contributes to a circular economy.

The **Etnia Barcelona Foundation** gives a second life to all surplus production and, since 2016, Etnia Barcelona's solidarity-based initiative has sought to improve the visual health of all who exist in situations of vulnerability, unable to access proper eye care.

This year, 2021, the firm, which has positioned itself 20% above 2019 invoicing levels and 82% over 2020, is planning the launch of new projects and brands.