

Etnia Eyewear Culture strengthens its management team to drive international growth

The group appoints Massimo Vian as CEO, while David Pellicer, founder of Etnia Barcelona, moves to the position of Executive Chairman

BARCELONA, September 2nd, 2026 — Etnia Eyewear Culture has appointed **Massimo Vian** as CEO of the group, marking the beginning of a new phase aimed at accelerating both national and international growth of its brands.

In his new role, Vian will take on the **executive management of Etnia Eyewear Culture**, the group that includes **Etnia Barcelona** and its four independent brands — **lool, Pellicer, Moi Aussi, and The Readers** — and will lead the management and execution of the overall group strategy. Etnia Barcelona is one of the best-selling brands in Europe, and lool is one of the group's fastest-growing brands.

As part of **Etnia Eyewear Culture's** growth strategy, the B2B channel, made up of independent opticians, will continue to play a major role for the company, as it is one of its main assets.



Massimo Vian, CEO of Etnia Eyewear Culture

The appointment comes **25 years after the creation of Etnia Barcelona, the group's flagship brand**, and reflects the ambition to take the project to a new level by strengthening its international presence and accelerating its growth.

In this new phase, **David Pellicer**, founder and owner of Etnia Eyewear Culture, takes on the role of **Executive Chairman of the group**. With this new structure, Pellicer will remain actively involved with the company, leading the long-term strategic direction and the creative identity of the brands. The goal is to combine the identity and independent spirit that have characterized Etnia Eyewear Culture since its founding with the capabilities needed to tackle this new stage of international growth.

For David Pellicer, *"the addition of Massimo Vian is a significant step for Etnia Eyewear Culture, as he will help us take the necessary steps to accelerate our growth and consolidation at an international level. An objective in which the rest of the team will also play a key role."*

An international career in eyewear and fashion

Massimo Vian has **over two decades of international experience in the eyewear and fashion** sectors. By bringing him on board, **Etnia Eyewear Culture** is banking on his international expertise to lead a new phase of growth and development for the group and its brands.

Etnia Eyewear Culture

Throughout his career, he has held executive positions at **Gucci, Prada, and Falconeri**, most notably his **13-year tenure at Luxottica**, where he developed a comprehensive vision of the industry.

According to Massimo Vian, *“Etnia Barcelona is a unique brand with a highly talented team and enormous potential. The company has a strong foundation and now the challenge is to grow by strengthening the organization and its execution capabilities, without losing the DNA that makes it unique: its distinctive approach to luxury through quality, color, and art.”*

ABOUT ETNIA EYEWEAR CULTURE

Etnia Eyewear Culture is an independent international group dedicated to the design and manufacturing of eyewear, founded in 2022 and headquartered in Barcelona, comprising the brands **Etnia Barcelona, Iool, Pellicer, Moi Aussi, and The Readers**.

With a presence in more than **50 countries** and a network of **15,000 optical retail points** worldwide, the group stands out for its commitment to **innovation, creativity, art, and sustainability**. Etnia Eyewear Culture has offices in Barcelona, Miami, Vancouver, and Hong Kong, and a team of more than **650 professionals**, making it one of the leading international players in the sector.

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