Alain Afflelou focuses on discount

Alain Afflelou has acquired Optical Discount, the chain of over 90 low-cost outlets in France, Belgium and Morocco. The operation has increased the French giant's portfolio to almost 1300 optical stores. With the Claro by Afflelou and Optical Discount network, Alain Afflelou is a low-cost organization that now has about 150 outlets. The low-cost brand will also have interesting prospects of international growth in the countries in which the French chain has the biggest presence, starting with Spain and followed by Portugal. The 3-year objective is to have approximately 300 stores in France and about a hundred abroad. Eye care professionals Stéphane Laloum and Gilles Merdjen, founders and directors of Optical Discount, will remain at the head of the company.

The return of Prada Journal

At the end of July, Prada and Giangiacomo Feltrinelli Editorè launched Prada Journal, the 3rd edition of the international literary competition for emerging writers. The theme this year is: “Light, Shade and Mirages. People and things are not always the way we see them.” The winners will receive a cash prize, their stories will be published in an eBook as part of the Prada Journal digital anthology, and individually in the Zoom series by Feltrinelli. The winning stories will also feature in a modern ‘Theatre of Conversation and Exchange’, thanks to subsequent adaptation for the theatre. The narration of the stores, filtered through the written story and the optical eyewear in the Prada Journal collection, will be a real three-dimensional publishing experience. The competition ends on August 31.

Strength in numbers

The social campaign “Buy Vision, Give Sight” will unite the Revo brand, Bono, the U2 frontman, and Brien Holden Vision Institute of Sydney, in the fight against preventable blindness and low vision. For every pair of Revo sunglasses sold, the company will apportion $10 to the initiative. The funds will contribute to guaranteeing fundamental eye care services and the long-term development of a more dependable system of ophthalmology services in the relevant communities. During the U2 world tour, Bono will wear exclusively Revo eyeglasses. The singer has also designed “Bono for Revo”, a capsule collection of sunglasses available from the fall in North America; as with all Revo sunglasses, $10 will be allocated to the Brien Holden Vision Institute.

Business is booming for Luxottica

During the first six months of 2015, Luxottica had solid growth in its reference markets supported by the performance of the brands in its portfolio. Turnover exceeded 2.5 billion euros (+22%), operating margin improved by 140 basis points and net income grew by 34%. In the first half of the year the Luxottica leadership (CEOs Adil Khan and Massimo Vian, e.d.) made important decisions aimed at supporting long-term profitable growth. The principal initiatives that were started included the further integration of Oakley, the strengthening of the organization in China, and the start of a price harmonization program. “We are confident and optimistic about the second half of the year. The results of the first seven months - with June supported by an excellent summer season - allow us to confirm the outlook for the whole of 2015”, commented Luxottica’s CEOs.