



# SPAFID CONNECT

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Oggetto : Luxottica Group and Brass Pro to bring the  
Sunglass Hut retail concept to Bass Pro  
Shops and Cabela's stores in the United  
States

*Testo del comunicato*

Vedi allegato.



## **Luxottica Group and Bass Pro to bring the Sunglass Hut retail concept to Bass Pro Shops and Cabela's stores in the United States**

**Milan, Italy, May 11, 2018** – Luxottica Group (MTA: LUX), a leader in the design, manufacture and distribution of fashion, luxury and sports eyewear, and Bass Pro Outdoor World, L.L.C., an American premier outdoor company, today signed an agreement to roll out the Sunglass Hut retail concept in approximately 160 Bass Pro Shops and Cabela's stores across the United States.

Sunglass Hut will be the exclusive seller of sunglasses in Bass Pro Shops and Cabela's locations and e-commerce platforms. The first shop-in-shop experiences will open in May 2018. The full roll-out is expected to be completed by the third quarter of 2018.

The partnership will put Sunglass Hut in front of 200 million annual Bass Pro Shops and Cabela's customers to offer a selection of premium sports and performance brands and a unique experience of the latest sun lens technologies dedicated to outdoor sports.

Expected sales are projected to be approximately US\$ 100 million annually once all the stores are up and running.

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### **About Luxottica Group S.p.A.**

Luxottica is a leader in the design, manufacture and distribution of fashion, luxury and sports eyewear. Its portfolio includes proprietary brands such as Ray-Ban, Oakley, Vogue Eyewear, Persol, Oliver Peoples and Alain Mikli, as well as licensed brands including Giorgio Armani, Burberry, Bulgari, Chanel, Coach, Dolce&Gabbana, Ferrari, Michael Kors, Prada, Ralph Lauren, Tiffany & Co., Valentino and Versace. The Group's global wholesale distribution network covers more than 150 countries and is complemented by an extensive retail network of approximately 9,000 stores, with LensCrafters and Pearle Vision in North America, OPSM and LensCrafters in Asia-Pacific, GMO and Óticas Carol in Latin America, Salmoiraghi & Viganò in Italy and Sunglass Hut worldwide. In 2017, with approximately 85,000 employees, Luxottica posted net sales of over Euro 9 billion. Additional information on the Group is available at [www.luxottica.com](http://www.luxottica.com).

### **About Bass Pro Shops®**

[Bass Pro Shops](http://www.bassproshops.com) is North America's premier outdoor and conservation company. Founded in 1972 when avid young angler Johnny Morris began selling tackle out of his father's liquor store in Springfield, Missouri, today the company provides customers with unmatched offerings spanning premier destination retail, outdoor equipment manufacturing, world-class resort destinations and more. In 2017 Bass Pro Shops acquired [Cabela's](http://www.cabelas.com) to create a "best-of-the-best"

experience with superior products, dynamic locations and outstanding customer service. Bass Pro Shops also operates [White River Marine Group](#), offering an unsurpassed collection of industry-leading boat brands, and [Big Cedar Lodge](#), America's Premier Wilderness Resort. Under the visionary conservation leadership of Johnny Morris, Bass Pro Shops is a national leader in protecting habitat and introducing families to the outdoors and has been named by Forbes as "one of America's Best Employers."

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