



SUNGLASS HUT: NEW GROWTH

Satisfy the market

With the US market fully penetrated and the competition heating up, Luxottica, the world's biggest eyewear company, wanted to develop the optimum brand strategy for its retail brands to satisfy fashion partners, real estate developers and ultimately consumers in the premium sunglass category.

Find your cool

Wolff Olins was hired to help Luxottica answer the big questions: How far could the Sunglass Hut brand stretch? Should it build one or two brands? If the answer is two, what would each stand for, how would they avoid cannibalization, and should they be marketed as strong sibling brands, each with its own area of expertise and focus, or as entirely separate entities? With these questions answered, we worked together with the Sunglass Hut team to define the big idea behind the brand and clearly distinguish it from its new upscale sister—Ilori. We defined how the idea of “find your cool” would manifest itself in all aspects of the business. We recommended retaining the Sunglass Hut name rather than adding the acronym SGH and created a fresh modern identity and retail experience that would shed its old image for good.

Towards EU 5 billion

We developed a brand strategy for Sunglass Hut to build a powerful brand that fully maximized its growth opportunities with the help of its Sunglass Hut brand, Luxottica topped Euro 5 billion in sales in 2008.

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