

SUNGLASS HUT ANNOUNCES NEW TALENT SEARCH 2016

As the definitive destination for the latest trends in premium eyewear with over 3000 retail spaces worldwide, Sunglass Hut has earned its credit for being at the forefront of fashion. Announcing their principle sponsorship with London Fashion Week in March 2015, marked the beginning of a global fashion week alignment for the brand. For the South African market, partnering with SA Fashion Week was the perfect match.

The highlight for Sunglass Hut's partnership with SA Fashion Week is the New Talent Search. Created by SA Fashion Week director, Lucilla Booyzen, the search is a platform for established and emerging designers to prove their ability to create a line that achieves the fine balance between commercial and aesthetic appeal.

This year's competition will emphasize the direct link between who you are and what you design. Following on from last year's theme on Individualism, the focus is to move into a theme projecting who we are and where we are heading. "Being African is part of our identity, the wealth of diversity and adversity

opens up our minds to a creativity indigenous to us", says Booyzen. As we move into an era where fast fashion and mainstream fashion trends are becoming redundant, individualism is imminent. Being African is a form of individualism with many facets to it.

"Sunglass Hut is committed to aiding the development of South African fashion by opening the opportunity of a global experience that will further enhance the design talent in South Africa", asserted Earl Kopeledi, Marketing Manager for Sunglass Hut SA

The prize that will put the New Talent Search winner on the map includes:

- Representation by The Fashion Agent for 1 year
- Show a collection at SA Fashion Week Spring/ Summer 2017
- Access to SA Fashion Week Fashion Trade Event and Pop-Up shop
- A trip to London Fashion Week, which includes a return ticket, accommodation, transfers and access to shows/exhibitions



About Sunglass Hut
www.sunglasshut.com

Sunglass Hut is the biggest sunglass specialty retailer in the world with more than 2,700 retail locations. With a global reputation for premium sunglass brands, Sunglass Hut offers the latest designer brands along with outstanding customer service. Sunglass Hut stores are located throughout the United States, Canada, the Caribbean, Latin and South America, Europe, Australia, New Zealand, Hong Kong, Singapore, Middle East and South Africa.

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, Michael Kors, Prada, Ralph Lauren, Tiffany & Co. and Versace. The Group's global wholesale distribution network covers more than 150 countries and is complemented by an extensive retail network of over 7,200 stores, with LensCrafters and Pearle Vision in North America, OPSM and LensCrafters in Asia-Pacific, GMO in Latin America and Sunglass Hut worldwide. In 2015, Luxottica posted net sales of approximately Euro 9 billion and approximately 79,000 employees. Additional information on the Group is available at www.luxottica.com.

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