

中国 消费者

Francis Gros, 国际渠道主管, Luxottica Group

LUXOTTICA

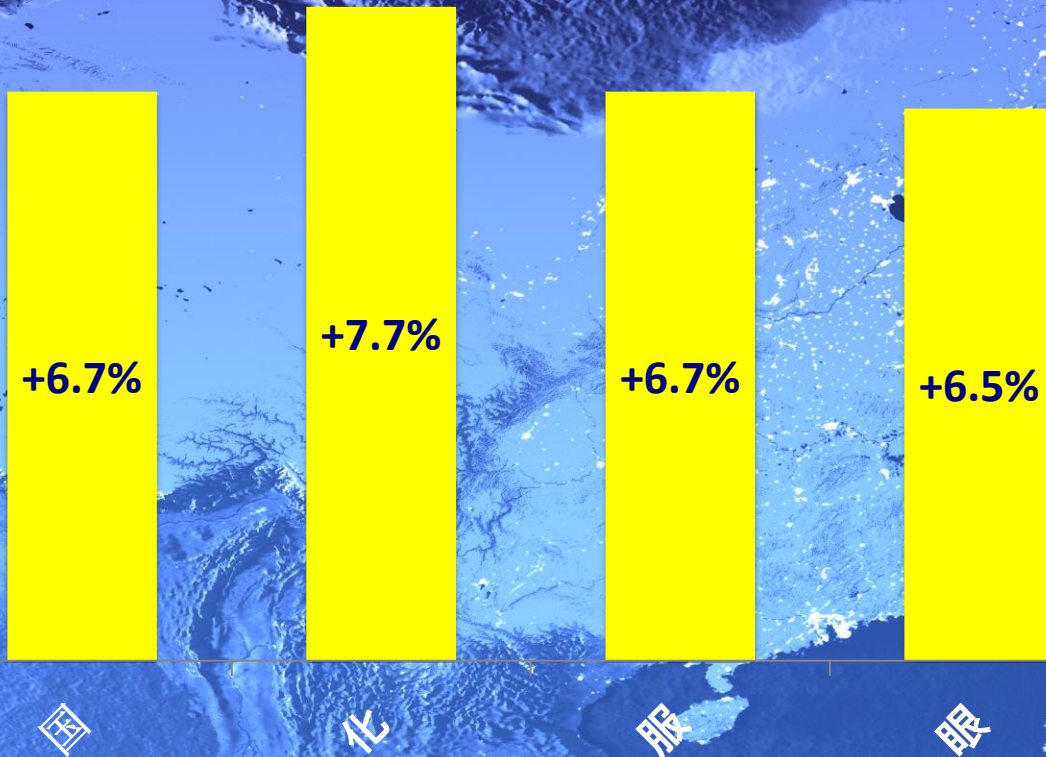
● sunglass hut

LENSCRAFTERS ❤️ 👁

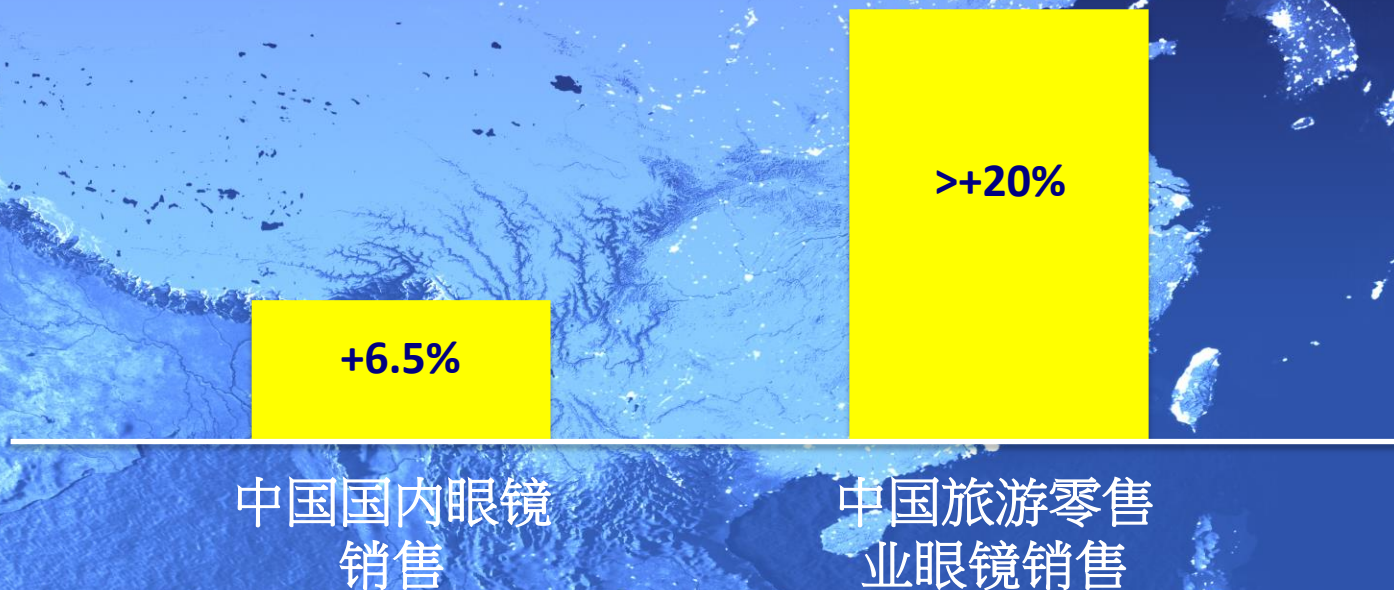


中国详述

中国国内增长 (2016 vs 2015)



中国国内眼镜销售 VS 旅游零售业眼镜销售(2016 vs 2015)





视力眼镜



三亿两千四百四十万人口

一亿八千二百万人需要视力矫正

每年~七千五百万副验光眼镜

渗入度：64%的成人

平均单位零售价：111美元



十三亿七千万人口

八亿人需要视力矫正

每年~九千七百万副验光眼镜

渗入度：12%的成人

平均单位零售价：39美元

太阳镜



两亿四千七百万成人消费者

每年~一亿零四百万副太阳镜

渗入度：42%

平均单位零售价：34美元

十一亿四千万成人消费者

每年~三千七百万副太阳镜

渗入度：3%

平均单位零售价：49美元



欲打造中国市场，
我们要做些什么？



体验活动







Ray-Ban

派对达人
CLUBMASTER

飞行员
AVIATOR

派对型人
CLUBROUND

A satellite map of China and surrounding regions, rendered in a blue color scheme. The map shows topographical features like mountains and rivers, as well as city lights. Overlaid on the map is the text '品牌零售' in a large, bold font. The characters '品牌' are yellow, and '零售' are white.

品牌零售

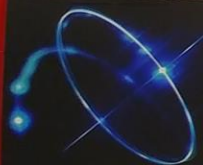
Ray-Ban



Ray-Ban

Ray-Ban

Ray-Ban



精选套镜
镜框+镜片 **980** 元起
升级防蓝光镜片仅需100元

Ray-Ban

Ray-Ban

Ray-Ban

Ray-Ban

定制你的风格
眼镜款式
镜框+镜片
镜架+镜片
开始定制吧!

A satellite map of China and surrounding regions, rendered in shades of blue and white. The map shows geographical features like mountains, rivers, and coastlines. Overlaid on the map is the large, bold, yellow Chinese text '名人代言' (Celebrity Endorsement).

名人代言







A blue-toned satellite map of the world, showing continents and oceans. The text '专用设计' is overlaid in the center. The characters '专用' are yellow, and '设计' is white.

专用设计



CAMPAIGN IMAGES

ASIAN DESIGN PDT

VOGUE
eyewear




VOGUE-EYEWEAR.COM

VOGUE
eyewear



VOGUE-EYEWEAR.COM

The background is a satellite map of the world, rendered in shades of blue. The map shows the outlines of continents and the textures of oceans and land. Overlaid on this map is the text '旅游太阳镜零售' in a large, bold, yellow font, and '方式多元化' in a slightly smaller, bold, yellow font below it.

旅游太阳镜零售 方式多元化

DUTY FREE DEPARTMENT



BRAND BOUTIQUE



STANDALONE CONCEPT



POP-UP EVENTS





Xian Airport, Terminal 3



SUNGLASSES
**VISION
2020**

**ONE CHANNEL.
ONE FOCUS.
CATEGORY GROWTH.**

A CATEGORY INITIATIVE BY:

DE RIGO
WE SHARE THE VISION

ESSILOR


KERING
EYEWEAR


LUXOTICA®

MARCHON®

MARCOLIN
EYEWEAR

Maui Jim®



R 密切相关

E 体验性

A 标新立异

L 领导力

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