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ESSILOR PARTNERS WITH LUXOTTICA TO LAUNCH ENHANCE YOUR STYLE OFFER

Combined lens and frame offer will include a \$40 rebate on the most sought after Luxottica frame brands coupled with Essilor's most advanced lens technologies

MONTREAL – July 13, 2020 – As independent practices look for ways to accelerate recovery, Essilor Canada has partnered with Luxottica to launch the *Enhance Your Style Offer* to independent eyecare professionals. From July 15th through September 30th, the companies are offering a complete solution comprised of their respective best brands and assets. “Exclusively for independent eyecare professionals, we’re bringing to the market our innovative lenses together with the fashion and sportswear brands loved by many,” says Christophe Perreault, President, Essilor Canada. “Featuring Ray-Ban, Oakley, Vogue and other selections of Luxottica brands with our premium lenses eases the conversation for eyecare professionals to ensure in-store conversion for their patient’s best vision possible.”

By offering multiple pairs to patients and their family members that combine Crizal® with the Luxottica frames, eyecare professionals will also receive rebates thereby supporting practice recovery efforts. “With the recent months of confinement, we saw a new normal arise with increased use of digital devices,” says Perreault. “With this transformation, the benefits of multiple pairs are evident both for patients themselves or to share the offer with a family member. Patients today are looking for innovative eyewear solutions that combine style with vision correction, protection and enhancement. What better and easier way to take advantage of this opportunity than to offer a Luxottica frame with Essilor lenses?”

“This initiative supports eyecare professionals by providing an incentive for patients to return to their practices and an added value for them when upgrading their style to premium brands like Ray-Ban, Oakley and more,” said Alessandro Mariani, VP of Marketing for Luxottica Wholesale N.A.

For more information on the offer, contact your Essilor Canada Business Consultant, Essilor Customer Experience Representative or Luxottica Sales Representative. [Click here for promotion details.](#)

About Essilor Canada

Canadians have visual needs that impact their lives, their ability to learn, their development, health and safety. We believe that everyone has the right to good vision. This is why our mission of *improving lives by improving sight* drives everything we do. Essilor Canada designs, manufactures and markets a wide range of lens, distributed through eyecare professionals, to correct, protect and enhance vision, as well as prevent visual health issues. Canadians can entrust their vision to Essilor brands such as Varilux®, Eyezen™, Crizal®, Xperio® and Transitions®.

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