

# WestGroupe

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## Mondottica and WestGroupe Announce Partnership to Bring AllSaints Eyewear to North America

**May 2024** – Mondottica, a global eyewear company renowned for its upscale brand portfolio, and WestGroupe, a leader in the North American eyewear market, proudly announce an exciting partnership to introduce AllSaints Eyewear to the North American market. Under this strategic collaboration, Mondottica will leverage its expertise in design and production, while WestGroupe will utilize its extensive network and market insights to expand the reach of AllSaints Eyewear, the first eyewear licence from the British brand known for emphasizing individuality and authenticity.

AllSaints, a global fashion phenomenon, is celebrated for its directional womenswear and menswear with an independent, rock'n'roll spirit. A catalyst for cool, the stunning inaugural optical collection features 18 bold gender-neutral styles with details such as eco-conscious acetate\*, bespoke branded hinges, stylish beveling, and the finest metal detailing. To reinforce the brand's DNA, hexagon bolt-shaped studs on the temples and hinges as well as custom integrated end-pieces are adorned with the AllSaints logo plaque in the brand's classic distressed metal finish.

"We are thrilled to partner with Mondottica and to add AllSaints to the WestGroupe brand portfolio," says Beverly Suliteanu, VP of Product Development for WestGroupe. "The brand's DNA and its edgy, unique aesthetic will complement rather than compete with our current brands, providing our customers with a fresh, cutting-edge fashion brand." President Michael Suliteanu added, "The addition of AllSaints Eyewear underscores our dedication to offering diverse and high-quality eyewear options to the North American market. We look forward to the success that this partnership will bring."

Tony Pessok, CEO of Mondottica, said, "We are thrilled to partner with WestGroupe to bring AllSaints Eyewear to North America. With our shared commitment to quality and innovation, we are confident that this collaboration will drive growth and success." The debut of AllSaints Eyewear in Canada is set for Summer 2024, followed by the anticipated USA launch in Q1 2025.

\*About Acetate Renew

Eastman Acetate Renew incorporates significant amounts of certified recycled content from eyewear production scrap and results in a significant reduction in greenhouse gases compared to the traditional manufacturing process. Having approximately 40% certified recycled content and 60% bio-based content, Acetate Renew reduces greenhouse gas emissions and fossil fuel usage compared to traditional acetate. Typically, 80% of the material used in sheet acetate frame production is scrap. Instead of being landfilled, the scrap will now be returned to Eastman and recycled by Eastman into new material, creating a circular production process. Unlike other sustainable alternatives, Acetate Renew is indistinguishable from classic acetate, assuring wearers of the high quality and premium styles they expect.

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### **About AllSaints**

AllSaints was founded in 1994 by Designer couple Stuart Trevor and Kait Bolangaro who named the company after 'All Saints' road in Notting Hill where they spent much of their time hunting for vintage clothing and listening to rock music—the bones of brand ethos.

Since 2011, AllSaints has been owned by Lion Capital, and after working for the brand for over 12 years, Peter Wood took to the reins as CEO from 2018, where he continues to take the business to new heights with a global team of over 2000 employees across more than 27 countries.

Today, AllSaints has around 250 global stores (including franchise partnerships and pop-ups), a 360 digital presence, and over 50 brand business partners, reaching customers in over 150 countries.

# ALLSAINTS

### **About MONDOTTICA International Group**

MONDOTTICA is a true world citizen. From humble beginnings, the eyewear company now has offices and operations in Hong Kong, London, Paris, Oyonnax, Molinges, Tokyo, Barcelona, Delhi, Moscow, New York, and Sydney, with distribution reach that spans all continents. Holding the licenses for a wide range of lifestyle and fashion brands, namely Anna Sui, Cath Kidston, Christian Lacroix, Hackett London, Joules, Karen Millen, Maje, Pepe Jeans, Sandro, Scotch & Soda, Ted Baker (worldwide except USA and Canada), United Colors of Benetton, and Vivienne Westwood, ensures MONDOTTICA is ideally placed to cater to a broad demographic of style-conscious consumers. As a participant in the United Nations Global Compact and the UN Global Compact Network UK, MONDOTTICA is committed to aligning strategies and operations with universal principles on human rights, labor, environment, anti-corruption, and taking actions that advance sustainability and societal goals.

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## **About WestGroupe**

Established in 1961, WestGroupe is family operated with over 60 years of industry insight. Our mission is to provide unique and superior quality eyewear for the fashion-focused consumer. We are driven by our commitment to excellent customer service and exceptional products.

WestGroupe is dedicated to defining future standards in the optical industry by developing, creating, and supporting innovative products and services that allow our customers to succeed. WestGroupe offers a premium selection of international brands in over 40 countries, including FYSH, KLiK denmark, EVATIK, Superflex® and OTP.