



**SNOB MILANO CELEBRATES ITS FIRST TEN YEARS:
A DECADE OF GROWTH, INNOVATION, AND CONSISTENCY IN THE OPTICAL WORLD**
With its tenth anniversary, SNOB Milano is preparing to look to the future with the same passion and determination that have characterized it since day one. The goal is clear: to grow without ever losing its identity, continuing to innovate and amaze, as only SNOB knows how.

SNOB Milano, the brand that has revolutionized the world of prescription and sunglasses with its distinctive, technical approach, today celebrates an important milestone: ten years of activity. A decade in which the brand has evolved without ever betraying its essence, securing a prominent position in the global eyewear market.

Tommaso Bossetti, designer and founder of SNOB Milano, proudly reflects on the journey so far: "We've carved out a privileged niche for ourselves in the clip-on sector, creating a recognisable and well-defined identity in the optical market. It's not just the number of units sold or the turnover that satisfies us, but especially the daily recognition we receive from our customers and colleagues. Today, whenever a new brand launches a product with a magnetic clip-on, the question opticians and customers ask themselves is: 'How does it compare to SNOB?'"

The consistency with which SNOB Milano has followed its vision and evolution has been crucial. In an ever-changing industry, the company has successfully combined technical research with refined aesthetics, delivering innovations that have never betrayed the brand's essence: "We are not a successful brand, nor a niche brand, nor one destined for mass distribution... we are a bit of all of these, but always with a coherent soul, capable of evolving without ever betraying itself" Bossetti continues.

The brand's journey has been marked by continuous technical improvements, without ever compromising on refined aesthetic research. Among the most significant achievements is the exclusive partnership with ZEISS Sunlens, which immediately elevated the clip-on line to a new level. This innovation has redefined the functionality of sunglasses. "We created a new gesture, a ritual that quickly spread on social media, generating word-of-mouth that also reached younger and female audiences. Our clip-on has become a symbol of practicality and quality, not just an accessory, but a true innovation that has made prescription frames even more versatile".

To celebrate this important anniversary, SNOB Milano will present two new developments at Mido 2025, marking the brand's entry into previously unexplored territories. A new line of sunglasses, consisting of eight acetate models, all entirely made in Italy with ZEISS Sunlens lenses, and a renewed version of the famous Dogui, which evolves without losing its original shape, representing the essence of the brand. "We've changed everything to change nothing. It's a statement of intent: to evolve without compromising our stylistic recognisability".

The designer continues: "This anniversary is not just a point of arrival, but above all a starting point. The next ten years will be another challenge, where we will continue to focus on quality, innovation, and excellence, always striving to stay true to our philosophy".

Finally, a special thank you to those who have made this journey possible: collaborators, partners, and especially the Sordelli family, whose support and expertise have enabled SNOB Milano to achieve these results. "A special thanks to the Sordelli family, who welcomed me ten years ago. Without them, none of this would have been possible."