



# SUNGLASS HUT DEBUTS VALENTINE'S DAY CAMPAIGN "PICK YOUR PAIR" FEATURING CUSTOM ARTWORK BY ROB DRAPER

## February 2018 -

Sunglass Hut, the leading premium sunglass retailer, is pleased to announce the 2018 Valentine's Day campaign "Pick Your Pair", celebrating different kinds of lovers in an ironic way – a pair of each sort.

Valentine's Day is the perfect time to unveil and amplify a new shade of your personality whether you're gifting or receiving a present. Sunglass Hut has commissioned Rob Draper, a renowned lettering artist to make this romantic holiday come to life.

The "Pick Your Pair" campaign will feature unique works of art in bright blue, red and yellow, using Rob's fun lettering technique to showcase different personalities. Each individuality will be shown alongside the perfect sunglass choice for that persona.

We all have multiple shades of ourselves: whether you are Still or Sparkling, *French Fries* or *French Wine*, *Snow White* or *Black Sheep* and *Busy Bee* or *Lazy Cat*, Sunglass Hut and our global style experts

are suggesting the perfect sunglass match to help us stand out.

"I'm excited to be part of the Sunglass Hut "Pick Your Pair" Valentine's Day campaign. It's always fun to incorporate my art with fashion in an unexpected and ironic way. Being able to create scenes while intertwining the sunglasses was definitely out of the box for me, yet I think consumers are going to be drawn to the images just like I am," said global artist Rob Draper.

The campaign features styles from *Michael Kors*, *Burberry* and *Versace*, including exclusive products from *Ray-Ban*. Consumers will be able to view the campaign in-store, digitally this coming February worldwide.

Sunglass Hut is one of the retail brands of Luxottica Group, the global leader in eyewear. For more information please visit [www.sunglasshut.com](http://www.sunglasshut.com).



**Sunglass Hut:**

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Sunglass Hut is the biggest sunglass specialty retailer in the world with more than 3,000 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, Ferrari, Michael Kors, Prada, Ralph Lauren, Tiffany & Co., Valentino and Versace. The Group's global wholesale distribution network covers more than 150 countries and is complemented by an extensive retail network of approximately 9,000 stores, with LensCrafters and Pearle Vision in North America, OPSM and LensCrafters in Asia-Pacific, GMO and Óticas Carol in Latin America, Salmoiraghi & Viganò in Italy and Sunglass Hut worldwide. In 2016, with more than 80,000 employees, Luxottica posted net sales of over Euro 9 billion. Additional information on the Group is available at [www.luxottica.com](http://www.luxottica.com).