

alain mikli

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ALAIN MIKLI PRESENTS THE SPRING 2019 COLLECTION

Los Angeles, CA – Alain Mikli eyewear is designed for those who value exclusive materials and unique designs. A pillar of the brand is unusual and dramatic acetates imagined in bold colors, with new combinations presented each season. This season Alain Mikli introduces **Rouge Memphis** and **Blue Memphis**, two custom acetates inspired by the Memphis Group. Known for their art of colorful abstract decorations and asymmetrical shapes, this movement is perfectly aligned with the defining characteristics of the brand.

The Spring 2019 Collection introduces two new styles to the sun category- **Elicot** and **Janisse**. Elicot and Janisse are modern interpretations of a classic pilot style. Both sunglasses are available in iconic Mikli colors, including the brand's new Memphis acetate.

Madolyn and **Verney** are new styles to the optical category. Both the Madolyn and Verney offer a distinctive, bold, statement look. In addition, both frames feature an asymmetric temple tip in iconic Mikli colors, giving these frames a unique twist.

To complete the product offering, hero styles **Desir** and **Le Matin** are updated with new color additions in Black/White Damier, Havana Amber Damier, and Rouge Mikli.

The collection will be available in stores December 2018.

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About Alain Mikli:
www.alainmikli.com

Media contact:
Jessica Craig
jcraig@oliverpeoples.com
310-735-5000

About Alain Mikli:
The brand was founded in 1978 in Paris, pioneering the idea of wearing eyewear as an accessory. Since then, Alain Mikli has been synonymous with provocation and distinctiveness thanks to its unique design and exclusive color combinations. Throughout the eighties and nineties, the brand strongly influenced the direction of the eyewear industry, and aligned with iconic brands, artists and photographers who shared a common aesthetic vision. The intention behind the designs has always been exclusive - selectively targeting an audience of tastemakers and creatives globally. For more information visit www.alainmikli.com.

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 2017, with more than 85,000 employees, Luxottica posted net sales of over Euro 9 billion. Additional information on the Group is available at www.luxottica.com.