

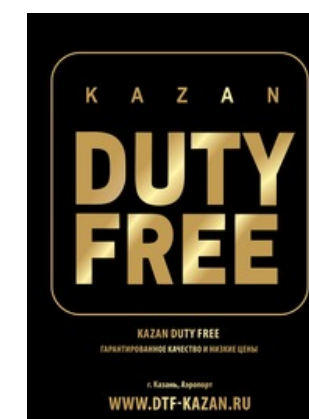
M O N D O T T I C A

E Y E W E A R B R A N D P A R T N E R S

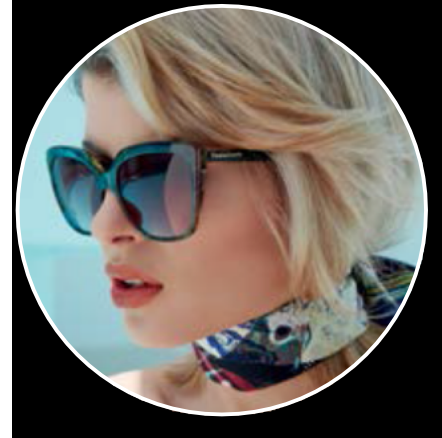
MONDOTTICA

EYEWEAR BRAND PARTNERS

ПРОДАЖИ БОЛЕЕ В 900 САЛОНАХ ОПТИКИ(+) В РОССИИ



OUR STORY



2003	2005	2006	2007	2009	2010	2011	2012	2013	2014	2015	2016
Licensed Ted Baker	Licensed Hockett	Mondottica Asia Established	Mondottica France Established	Licensed Anna Sui	Mondottica USA Established	Mondottica Italia Established	Licensed Cacharel	Licensed Joules Marimekko	Launched SPINE	Launched Zoobug	To Launch Cath Kidston Le Coq Sportif
Mondottica UK Established		Licensed Lulu Guinness	Licensed Pepe Jeans	Licensed Christian Lacroix	Mondottica formed to distribute Converse in Europe	Mondottica Russia Established	Licensed Yohji Yamamoto				



s a n d r o

PARIS

DUCATI

KAREN MILLEN

maje

PARIS





UNITED COLORS
OF BENETTON.

yves  cogani[®]

Products Metamorphosis

Mido 2018



GLOBAL OFFICES

- AUSTRALIA
- FRANCE
- GERMANY
- HONG KONG
- ITALY
- LATAM
- UK
- RUSSIA
- SPAIN
- USA

- MONDOTTICA OFFICES
- SALES COVERAGE

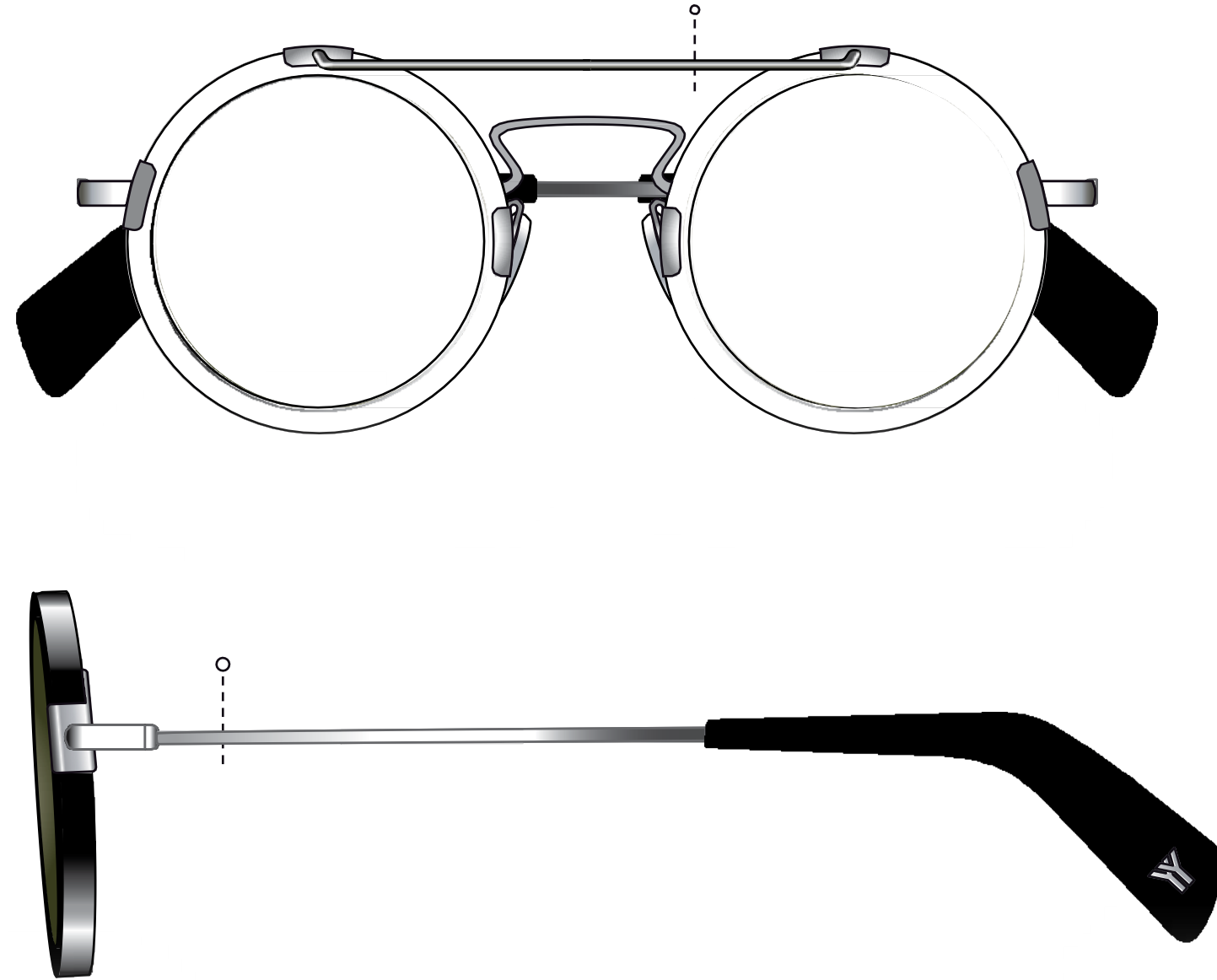


RESEARCH

Working in tandem with our in house and partner's design teams, we pride ourselves in sharing market research, trend predictions, and general chatter about all things design led.

Michael's extensive vintage eyewear collection provides a significant source of inspiration.

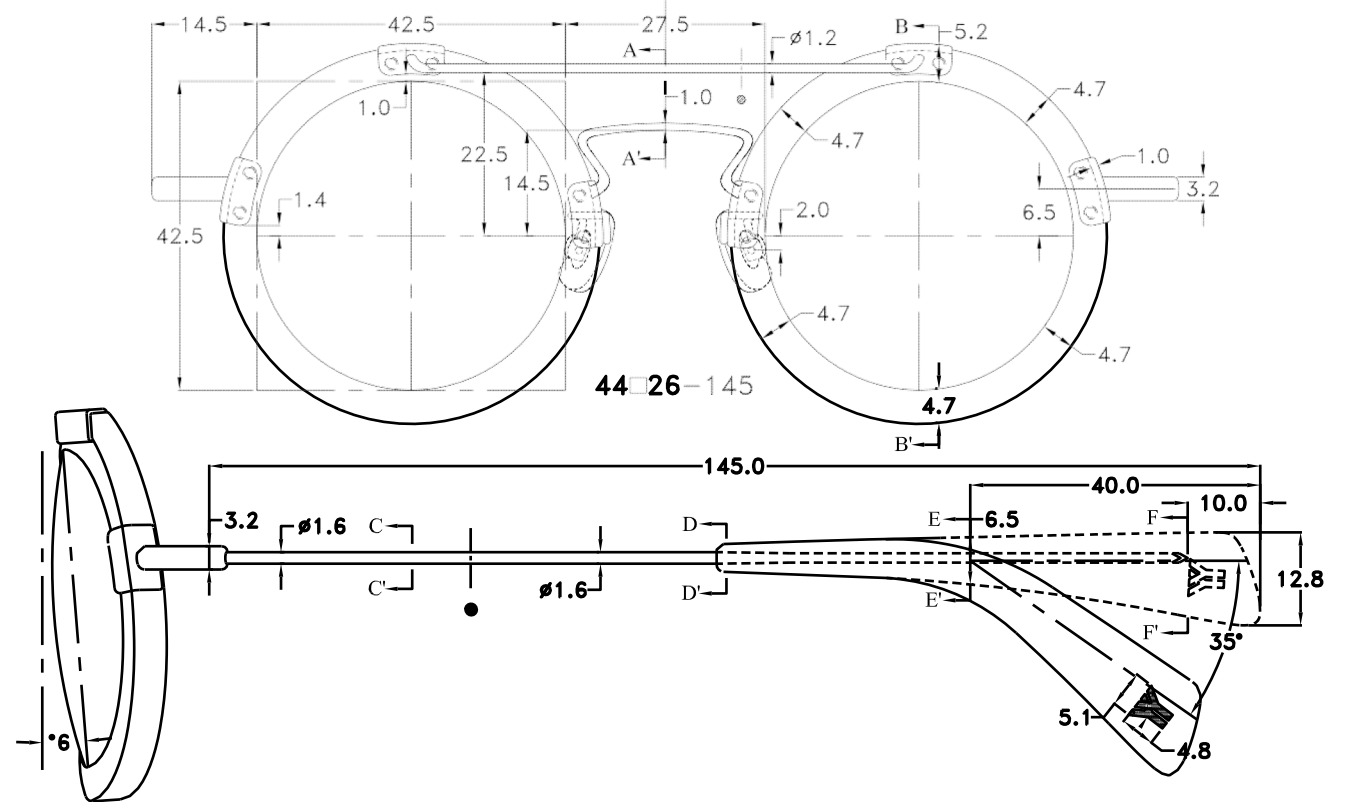
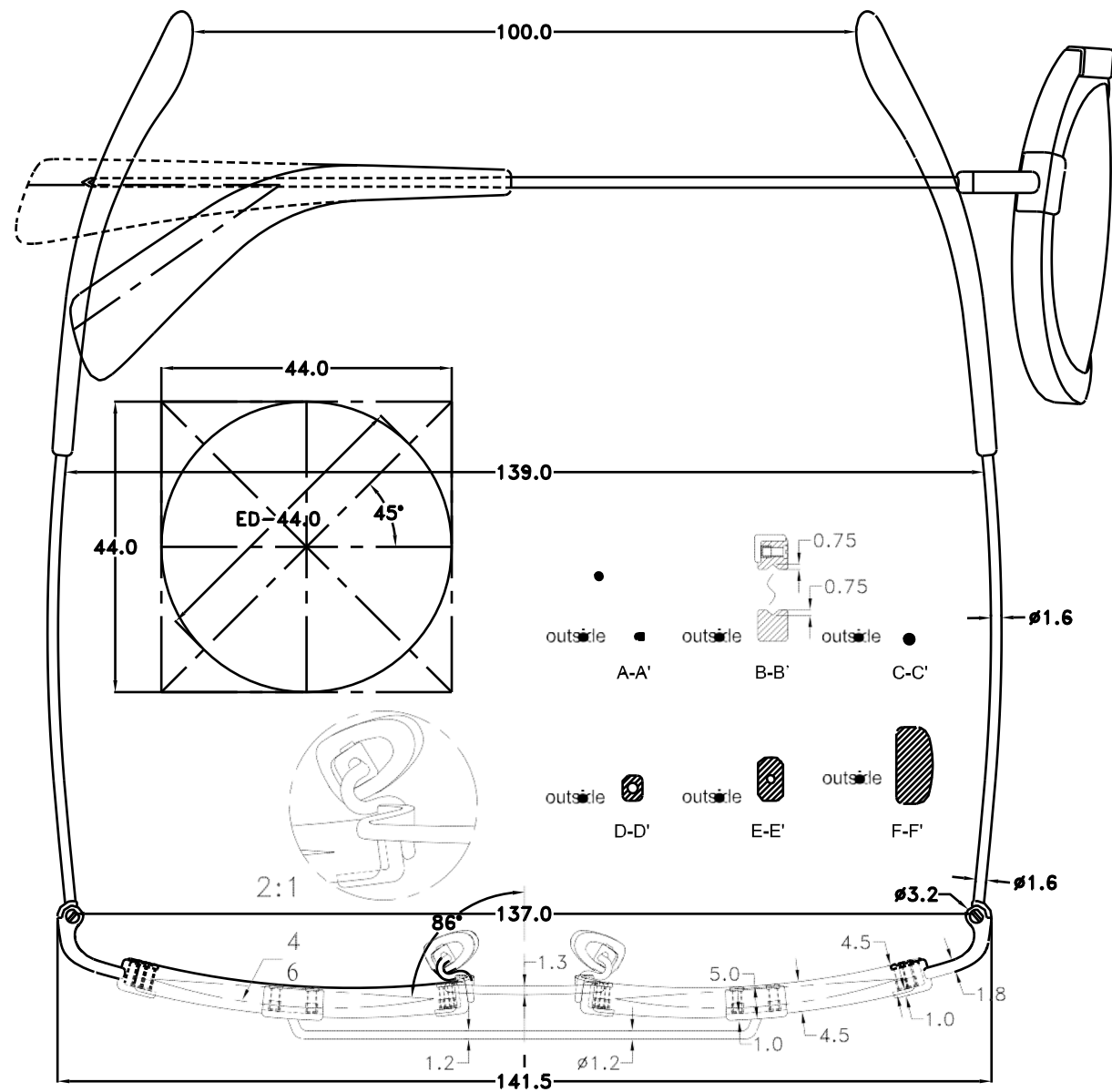




CONCEPTS

Our in-house design team works to capture brand values in our collaborative development process. We start from colour CAD designs and move to technical drawings.





TECHNICAL DRAWINGS

A frame goes through more than 50 processes, and countless QC stages, to produce these few grammes for retail. We care about every one of them.



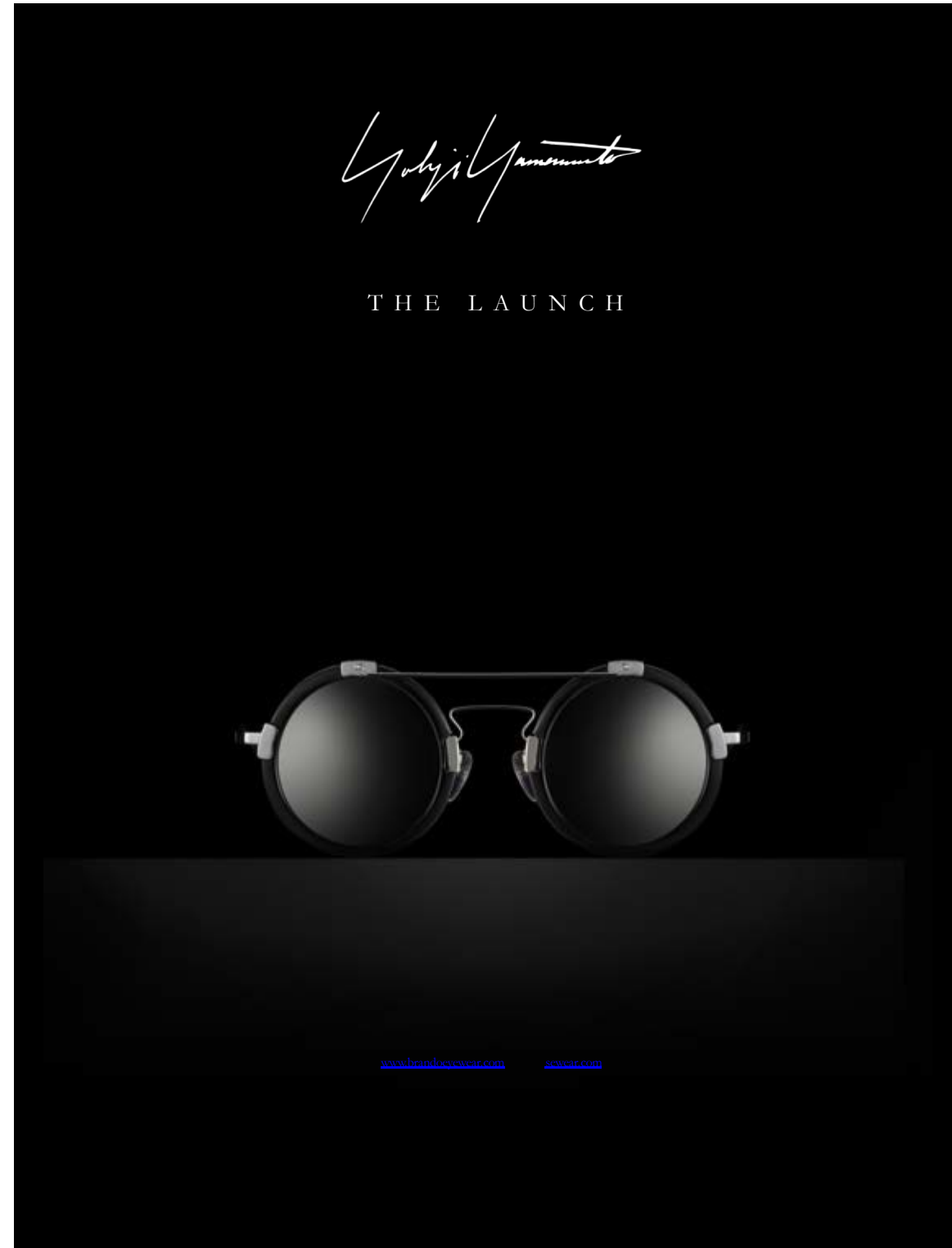


COLOURATION

Next comes colour. We work closely with our material suppliers to hunt down and create materials and finishes that make eyewear with true specs appeal.







MARKETING We pride ourselves in collaborating with diverse marketing teams to create relevant and striking eyewear campaigns.





Mondottica is committed to exemplary marketing support for our brand and trade partners. We maintain a strong presence through our participation in International trade shows, creative point of sale materials, collaborative PR and events.



Urban Brand High

Fashion Brand High

Lux brands High

10 000 ₱

9 000 ₱

8 000 ₱

7 000 ₱

6 000 ₱

5 000 ₱

4 000 ₱

3 000 ₱

2 000 ₱

1 000 ₱

ANNA SUI
EYEWEAR

Ray-Ban®

TED BAKER
LONDON

VOGUE

HACKETT
LONDON

Pepe Jeans®

ENNI MARCO
MEGAPOLIS

RACULS

L. Riguardo

BLISS

Urban Brand Low

Fashion Brand Low

Lux Brand Low

Urban Brand High

Fashion Brand High

Lux brands High

GUCCI

PRADA

BOSS
HUGO BOSS

SPINE

Christian Lacroix

LUNETTES

ANNA SUI
EYEWEAR

Ray-Ban

TED BAKER
LONDON

ck
Calvin Klein

HACKETT
LONDON

VOGUE

Pepe Jeans

ENNI MARCO
MEGAPOLIS

RACULTS

Urban Brand Low

Fashion Brand Low

Lux Brand Low

15 000 руб. +

12 000 руб.

9000 руб.

8000 руб.

6000 руб.

4000 руб. -