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ESSILOR BRINGS COSTA SUNGLASSES TO FRANCE

Combining its expertise in corrective lenses with high performance polarizing sunwear technologies, Essilor is developing the Costa brand in France. Objective: improving the quality and comfort of sun protection and vision correction for consumers.

Costa is a leading sunglasses brand in the US. In-house experts at Costa recently developed a unique 580® technology to selectively filter certain types of light, enhance other colours on the light spectrum as well as absorb 100% of UV rays. The result is a 100% polarized lens that offers brighter colours, clarity and contrast and reduces eye fatigue, enabling wearers to spend more time outdoors with full protection against UV exposure.

Essilor has begun a widespread launch of Costa sunglasses into the French market where as many as 60% of sunglasses are purchased from opticians. Essi and Costa have created a collection of 70 models, pre-tested among a panel of experts and opticians to meet the needs and tastes of French consumers. Each can be adapted to a wide range of prescriptions from single vision to progressive lenses. All lenses are manufactured at Costa's facility in Florida, US, which has been certified by the Group to the exacting production quality standards required for Essilor's high-end Varilux progressive lens designs.

Costa joined Essilor in 2013 and was recently highlighted as one of three 'greenest' companies most committed to sustainability issues such as ocean conservation and eco-diversity.

Beyond the consumer appeal of iconic sunwear brands like Costa, Essilor continues to educate consumers on visual health. As part of its mission of improving lives by improving sight, Essilor wants to highlight the importance of correction, protection and prevention.

