

2015.03.03

## **BOLON'S 2015 SUNWEAR COLLECTION BEING LAUNCHED IN DUTY FREE OUTLETS ACROSS ASIA**

To mark the Chinese New Year, Essilor Group and Bolon are launching the “avant premiere” of the 2015 Bolon collection in an exclusive selection of Duty Free Shopping (DFS) outlets across Asia.

Bolon's collection will be launched in strategic airport or city centre gallerias in Singapore, Bali, Hong Kong and two locations in China. The launch aims to reinforce Bolon's position as the favorite Chinese sunglasses brand to international and Chinese consumers in the exclusive environment of DFS.

DFS Group Senior Vice President, Watches, Jewellery, Accessories & Sunglasses Christophe Chaix said: “DFS is proud to partner with the Essilor Group on the introduction of Bolon Sunglasses in strategic locations. We are anticipating a very positive reaction from our Chinese consumers who will now be able to discover this highly recognized domestic born brand in a global travel retail footprint.”

DFS operates in 11 countries and presents the world's leading brands to over 200 million world travelers each year in a worldwide network of 420 duty free stores in downtown gallerias and major international airports across four continents. Bolon, the leading Chinese sunwear brand, is a flagship brand of Xiamen Yarui Optical, a Chinese company that joined the Essilor Group in 2013.



© Essilor 2016