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Luxottica opens store of the future

July 22nd, 2010



Luxottica has launched an innovative new flagship store and has ambitions to launch one in Britain. The eyeball shaped store allows customers to dictate and personalise every aspect of their spectacle shopping experience.

Designed by the architects who created the Millennium Dome, the store features an Oakley Pressure Chamber and REVO Elements Room with a custom made wind tunnel and variable light settings to allow customers to test potential frames in a variety of hazardous conditions before they buy.

The global eyewear company opened its first OPSM 'eye hub' shop in Melbourne, Australia on Tuesday (July 20), with further branches expected to open in the UK, USA and China in the future.

The Melbourne outlet has touch screen mirrors where customers can play back their look; a product vault featuring exclusive designer glasses; and a place where customers can leave their children while they shop.

Luxottica Group CEO, Andrea Guerra said: "With the features the new store concept has to offer customers, quite simply it sets new standards for international retailing. Naturally, we also believe this will be the next step in eyewear retailing in particular and look forward to bringing this concept to consumers around the world."

Luxottica hopes the concept will 'place the customer at the centre of the store experience'.

CEO for Luxottica in Australasia, South Africa and Greater China, Chris Beer added: "Typically retailers tell the customer what's going to happen when they walk in the store. This first-of-its-kind concept relies on the customer dictating their own shopping experience, including telling a concierge meeting them at the door how they want to shop and what they want to spend time on. The best thing about this store is that it will be a unique experience for each customer."

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