

# Allison SpA in Eyewear (Italy)

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## Abstracts

In response to the rising consumer preference for modern and innovative designs in spectacle frames and sunglasses, Allison continues to invest in innovation and communication campaigns. After the 2014 announcement of its collaboration with US musician will.i.am for the creation of a new spectacles collection and the creation of the new optical brand ill.i Optics, in 2015 the company announced that motor racing driver Lewis Hamilton celebrated his victory in the Abu Dhabi Grand Prix wearing one...

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