

De Rigo SpA in Eyewear (Italy)

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Abstracts

De Rigo's main strategy over the forecast period is set to remain focused on signing new agreements with licensed brands of sunglasses and spectacle frames as well as agreements with popular celebrities and designers. In 2015 only De Rigo had signed licensing agreements with Alfred Dunhill for Dunhill Eyewear, with Trussardi for Trussardi Eyewear and with Nina Ricci for Nina Ricci Eyewear's first collection. Its secondary focus is set to be on advertising its licensed brands and, at the...

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