



2014



Luxottica: Close Collaboration to Achieve Last Minute Success

Project Type: Custom Trade Show Exhibit

Location: Vision Expo East

Services Provided: Exhibit Design, Exhibit Construction, Showsite Supervision, Event Services, Install & Dismantle, Storage

The Challenge

Luxottica, the market leader in fashion, luxury, sports, and performance eyewear, needed an exhibit that emphasized the individuality of its brands while creating a cohesive environment under the Luxottica brand umbrella. The core challenges: designing and constructing the exhibit in approximately 2 months, a fraction of the standard time typically provided, and achieving the resourcefulness and ingenuity needed for last minute showsite requests.

The Approach

Gilbert's "customer first" approach guided us while confronting the task of what was originally deemed impossible. We assigned a dedicated team to collaborate closely with Luxottica on the design of the exhibit. The design process underwent multiple revisions and brainstorm sessions with the Luxottica team to understand what their mission and goals were to ensure that the concept aligned with Luxottica's values.

To showcase Ray-Ban, one of Luxottica's most popular brands, Gilbert created a massive, 8' x 20' pair of sunglasses with video projected onto the lenses that was suspended from the ceiling. We introduced interactive experiential stations, such as an eyewear manufacture station, where attendees could watch craftsmen build eyepieces in real time.

Because of the frequency of on-site requests, Gilbert keeps a dedicated account manager and supervisor at Luxottica's exhibit. Our event services team, stationed at the show, works with an extensive network of trusted vendors across the country that accommodate last-minute changes that have achieved the impossible while adhering to Luxottica's budget. Most recently, Gilbert transformed a 48' exterior wall from white to black with a giant Ray Ban logo overnight after the first day of Vision Expo West.

The Result

Luxottica's trade show activations have been a hit and are widely talked about at both Vision Expo East and West. Multiple branded sections and experiences all coexist underneath a united environment that is unmistakably Luxottica. Since the initial exhibit design in 2014, close collaboration, resourcefulness, and partnership have driven this client's trade show success.

Luxottica's exhibit, originally a double-decker, has undergone many modifications since its original construction. After several years, Gilbert was tasked with integrating additional brands such as Oakley and reconfiguring their Ray-Ban section. We've managed to capitalize on existing elements and value-engineered modifications to transform Luxottica's aesthetic without building a new exhibit.



2016 Oakley Addition



2017 Ray-Ban Reconfiguration