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# DE RIGO REM

WE SHARE THE VISION

Summer is officially in full swing, as we celebrate The Vision Council's National Sunglasses Day, and start to prepare for the back-to-school season. In this month's newsletter, we are bringing you great fashion trends in eyewear, sharing the Lucky Brand kid's collection and introducing you to someone very special here at De Rigo Rem.

Until Next Month,  
Sincerely,  
The De Rigo Rem Team

## CORPORATE NEWS

### DE RIGO'S SUNDAY EVENT IN ROME



Rome was chosen as the splendid backdrop to 2023 De Rigo's Sun-Day event. The convention saw the participation of over 500 sector professionals, hailing from all over the world. During the event, the company displayed to its customers and business partners all the new collections and projects for the coming year relating to its entire brand portfolio.

### "DARING EVOLUTION" EVENT FOR POLICE 40<sup>th</sup> ANNIVERSARY



On June 21st at Salone delle Fontane in Rome, Police, the De Rigo Group lifestyle brand, celebrated its 40th anniversary, discussing the milestones achieved and future projects. 'Daring Evolution' is the workshop-event, which was attended by over 500 guests hailing from over 80 countries around the world. The invitees included partners, subsidiaries, customers and distributors. Yet, those who have contributed to creating the unmistakable Police lifestyle brand were also in attendance: Mavive licensees for fragrances, ILG for watches and licenses for small leather goods and clothing. Finally, a guest surprised the audience at the event: Mick Schumacher, the driver of the Mercedes-AMG PETRONAS F1 Team. An emotional day and an immersive journey into the Police world, between past and future.

## PROMOTIONS

### BACK TO SCHOOL



For more complete details contact your De Rigo Rem Business Consultant or Call [800-423-3023](tel:800-423-3023) or Email [customerservice@derigo.us](mailto:customerservice@derigo.us)

## EVENTS

### VISION EXPO WEST 2023



## PRODUCT NEWS

### LUCKY BRAND KIDS



#### Introducing the Lucky Brand Kids SS2023 Collection

We are delighted to debut the Spring/Summer Lucky Brand Kids' collection from De Rigo Rem. This collection features fun and playful uses of colors and mixed materials that create stylish looks. These few spotlighted frames show just how unique this kid's collection for this season is. As the school year ends for many at this time... [Read More](#)



### PHILIPP PLEIN SS23



#### Look Book: Philipp Plein SS2023 Product Spotlight

The Spring/Summer 2023 Philipp Plein Optical collection features design elements with industrial heritage, sculptural elements, oversized proportions, and expert artisanship. This collection is comprised of the highest quality materials such as Mazzucchelli acetate, titanium, and premium enamel. This collection features bold, bright, and big styles that are unlike anything else on the market at the... [Read More](#)



The Spring/ Summer 2023 Sun Collection from famed designer Philipp Plein takes statement shades to a whole new level. The Sun collection for this season is based on a few design elements, a nod to industrial origins, dynamic hexagonal shapes, and unique size proportions. This collection is comprised of the very highest quality materials. You can... [Read More](#)

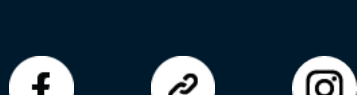
## DE RIGO REM NEWS

### MEET THE TEAM



#### Adriana Gutierrez Our Warehouse Director

Adriana's journey with De Rigo Rem started more than twenty-six years ago when she joined the company when it was simply Rem Optical. A friend reached out to her about a warehouse role, and Adriana jumped at the chance to work with a friend. Little did Adriana realize that she had joined the company she'd... [Read More](#)



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