



ITALIA INDEPENDENT x CR7 EYEWEAR

THE “CR7-EYEWEAR.COM” ONLINE PLATFORM WITH THE EXCLUSIVE COLLECTION ENTIRELY INSPIRED AND DESIGNED FOR CRISTIANO RONALDO

Milan, 29 July 2020 – **Italia Independent is pleased to announce the launch of the CR7-EYEWEAR.COM platform destined for the worldwide on-line sale of the CR7 collection.** The long awaited collection, entirely inspired and designed for Cristiano Ronaldo, was presented last February based on a global and exclusive five year agreement with the Brand CR7, which is **now also available online.**

The ever-growing attention being paid to a digital approach has pushed Italia Independent and CR7 to focus on experiential shopping that from a simple click turns into a total immersion in the values and the story of the brand, through unpublished content that can be used at any time all over the world.

The collection has an extremely recognizable design, capable of best expressing all the drive and explosive energy of Cristiano, a style champion both on and off the pitch. A contemporary collection capable of masterfully matching any type of look: easy to wear colours for an everyday style alternated with more characteristic tones for a style that does not go unnoticed.

As is known, the collection is composed, not by chance, of 7 models of sunglasses (7 is the figure that has always characterised Cristiano Ronaldo's professional and private life), **each has 5 colour variants** (7X5 – 35 like his age). Three product families made respectively of acetate, metal and TR90, with completely personalised and very detailed models that make the product unique, such as the decorations on the frame and temple pieces with the number 7, the CR7 logo and the signature of Cristiano Ronaldo imprinted on the lens using a laser technique.

Lapo Elkann Founder and Creative Director of Italia Independent said:

“It has been a great honour working together with Cristiano to design and develop the models that are now also available on the digital channel. I was able to appreciate even more the exceptional and unique values that he represents on and off the pitch. Passion, determination, and high attention to detail are further confirmation that the symbol of world football is always one step ahead. We are confident” - concluded Lapo Elkann - “that the digital platform that we have studied together to give the consumer an innovative and engaging shopping experience will further boost the distribution of the collection”.

Marco Cordeddu, Chief Executive Officer of Italia Independent commented as follows:

“The digital platform we are now launching is one of the fundamental steps in the sales strategy of the CR7 collection worldwide. Our launch programme was delayed because of the pandemic but with today's launch of the online channel we are confident that we will reach the sales targets we set thanks to the incredible strength of the fan base that Cristiano has all over the world”.

The CR7 brand will now distribute the products online in over 70 countries around the world. For further information, you can visit the website www.cr7-eyewear.com and the Instagram page [@CR7cristianoronaldo](https://www.instagram.com/CR7cristianoronaldo)

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