

COMMERCE

EssilorLuxottica, Meta extend smart eyewear development deal

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Building off of the success of the Ray-Ban Meta line, EssilorLuxottica and Meta will develop smart glasses together for the next decade. Image credit: EssilorLuxottica

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

Italian eyewear conglomerate EssilorLuxottica will continue to work with media company Meta.

The companies are extending an existing collaboration, signing a new long-term partnership agreement this week. Building off of the success of the Ray-Ban Meta line, EssilorLuxottica and Meta will develop smart glasses together for the next decade.

"Over the past six decades, EssilorLuxottica has led the transformation and modernization of the eyewear and eyecare industry, positioning among the world's leading innovators," said Francesco Milleri, chairman and CEO of [EssilorLuxottica](#), in a statement.

"We invest hundreds of millions every year in R&D to create products that improve quality of life for billions of people, and impact how they see the world and each other," Mr. Milleri said. "The incredible work we've done with Meta, still in its early stages, has already proven to be an important milestone in our journey to making glasses the gateway to the connected world.

"I would like to thank the EssilorLuxottica team and our Chief Wearables Officer Rocco Basilico together with the Meta team for the great job done; we look forward to continuing to chart the future of the category together."

Next-gen specs

Meta and EssilorLuxottica first teamed up in 2019. Since the Ray-Ban Meta smart glasses launched on Sept. 9, 2021, the product has seen great demand in the major global markets where they are available.

This includes the U.S., Canada, the U.K. and Australia. In Europe, the specs are stocked in Austria, Belgium, Denmark, Finland, France, Germany, Ireland, Italy, Norway, Spain and Sweden.

Most recently, a round of [updates](#) to the second-generation model, including the release of an exclusive Scuderia Ferrari colorway for Miami 2024, was pushed live in April of this year.

Each pair touts features such as an ultra-wide 12 MP camera that can capture photos and livestream, hands-free video call capabilities, integrated audio and, now, voice-activated supports from Meta AI.

We are pleased to announce that we have extended our partnership with Meta Platforms by entering into a new

long term agreement, under which the parties will collaborate into the next decade to develop multi-generational smart eyewear products.

Read more: <https://t.co/leSAXJyLYu> pic.twitter.com/hCsUfsd5Hd

EssilorLuxottica (@EssiLux) [September 17, 2024](#)

"I'm proud of the work we've done with EssilorLuxottica so far, and I'm excited about our long-term roadmap ahead," said Mark Zuckerberg, founder and CEO of Meta, in a statement.

"We have the opportunity to turn glasses into the next major technology platform, and make it fashionable in the process."

Earlier this year during the Consumer Electronics Show, EssilorLuxottica unveiled Nuance Audio, prototype glasses meant to help consumers facing mild to medium hearing loss ([see story](#)).

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