

THĒLIOS

DIOR

SU25 COLLECTIONS



01.

WOMEN SU25 COLLECTION



01. The art of *movement*: Inspiration on the figure of the **Amazon** SPRING-SUMMER 2025 READY-TO-WEAR SHOW



The *mythological* figure of the **Amazon** (female warriors) comes to life in silhouettes conveying the inspiration of Dior's 50s Amazona dress.

The lexicon of sport for the Maison, initiated in 1962 with the Dior Sport line, can be seen in the asymmetrical constructions. This **graphic interplay** is emphasized by the duality of black and white & the outfits are enhanced by archery-inspired harnesses.

A *sportswear* odyssey punctuated by the **extremely elongated Dior logo**, inspired by the House's archives (a scarf by Marc Bohan), the letters are transformed into vertical lines, like stripes that dare all contrasts. A hypnotic creative audacity.



EYEWEAR COLLECTION KEYPOINTS

Dior SU25 Training – WOMEN SUN

01. A fashion *Graphic* take
DIORGRAPHIQUE



TAKE ADVANTAGE OF THE SHOW

02. Stretch our *rising star*
VERYDIOR



LAUNCH OF AN ELEVATED VISOR

03. Reach a *trendy* audience
CDIOR



COOL RIMLESS INTERPRETATION

EYEWEAR COLLECTION KEYPOINTS

Dior SU25 Training – WOMEN SUN

04. Let's go *thin & cool*
DIORPACIFIC



STRECH A PILLAR WITH PLAYFUL TEMPLES

05. New entry line lead
DIORGLOW



YOUNG-ORIENTED FAMILY

06. Play with *trends* on
PILLAR LINES



DIORCANNAGE + 30MONTAIGNE + DIORSIGNATURE

EYEWEAR COLLECTION KEYPOINTS

Dior SU25 Training – WOMEN OPTICAL

01. Stretch our *jewelry* concept
CDIOR O



NEW ELEVATED INTERPRETATION

02. New *entry* line lead
DIORGLOW O



IN LINE WITH SUN

03. Leverage *trends* on
PILLAR LINES



30MONTAIGNE O + MINICD O + DIOR SIGNATURE O

PRODUCT DEEP DIVE

Dior SU25 Training

PRODUCT MIX



02.

WOMEN SUN STYLES



EYEWEAR COLLECTION OVERVIEW

Dior SU25 Training – WOMEN SUN

FASHION

FASHION ELEGANT

CITY ELEGANT

RIVIERA

Graphic

Edgy

Bright

Iconic

Timeless

Jewel

Elevated

Playful



NEW: DIORGRAPHIQUE
+2 STYLES (+1 AF)

VERYDIOR
2 STYLES (+1 AF)

NEW: DIORGLOW
2 STYLES (+2 AF)

DIORSIGNATURE
+1 CAO (STUDS STYLE)

DIORCANNAGE
+1 CAO (1 COLOR)

CDIOR
+3 STYLES

30MONTAIGNE
+3 CAO (3 COLORS)

DIORPACIFIC
+2 STYLES (+2 AF)
+3 CAO (5 COLORS)

A fashion *graphic* take

NEW LINE | FASHION SHOW
DIORGRAPHIQUE

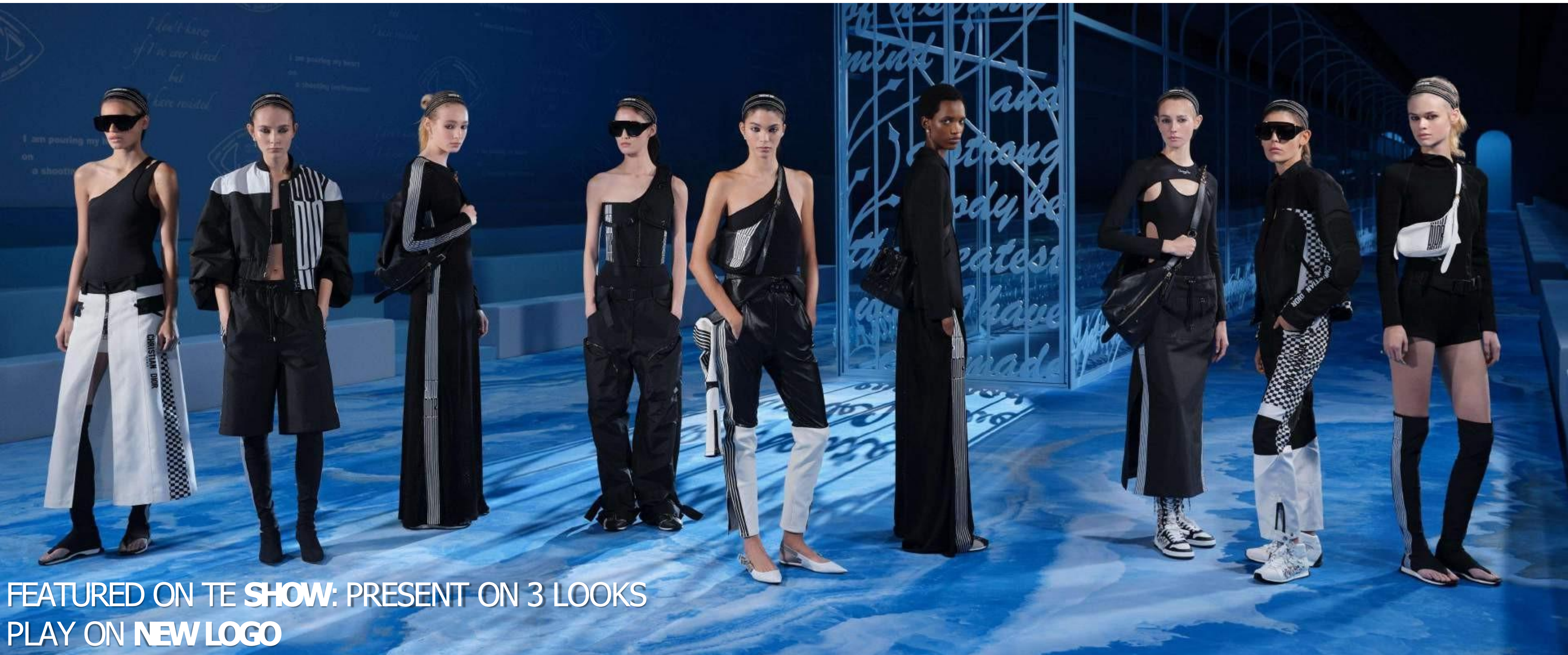
INTRODUCING 2 STYLES (+1AF)



THĒLIOS

DIORGRAPHIQUE

New Line | Fashion Show



FEATURED ON THE SHOW: PRESENT ON 3 LOOKS
PLAY ON NEW LOGO

DIORGRAPHIQUE

Product Deep Dive



COMFORTABLE METAL NOSE PADS

SPORTY MASK WITH METAL INSERT ON TOP



Bold look but light frame

FULL ACETATE SKU



Metal logo

From fashion to commercial

M2U
CD40218U

S11/F
CD402201/F

10A0 | 01A



~~RX~~-able

RX-able

FASHION SHOW VISIBILITY



SIGNATURE LOGO FROM THE SHOW



Inspired by Marc Bohan's 1971 silk scarf

THE DS

DIOR SU25 COLLECTION

DIORGRAPHIQUE M2 U | CD40218 U



01A | 10A0
Shiny Black Frame
Smoke Lenses

Technical details

U 00 M2 0 135

DIOR SU25 COLLECTION

DIORGRAPHIQUE S1 I/F | CD40220 I/F



01A | 10A0
Shiny Black Frame
Smoke Lenses

Technical details

	○	⊂	⌒	↔	
I	56	4	16	140	RX-able
F	57	4	16	140	



Stretch our *rising star*



VERYDIOR

+2 NEW STYLES (+1 AF)

Existing *offer*



M1U



S1/F



S3/F

VERYDIOR

Product Deep Dive

Elegant evolution of Dior's signature visors

WHS EXCLUSIVE



3D PRINTED CANNAGE INSERT



Metal CD on the visor



COMFORTABLE FOAM INTERIOR

SILK STRAP WITH TONE-ON-TONE EMBROIDERY



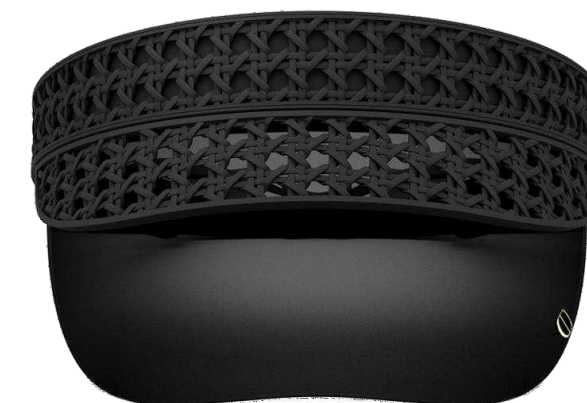
Produced in Dior factory

3 MOLDED PIECES

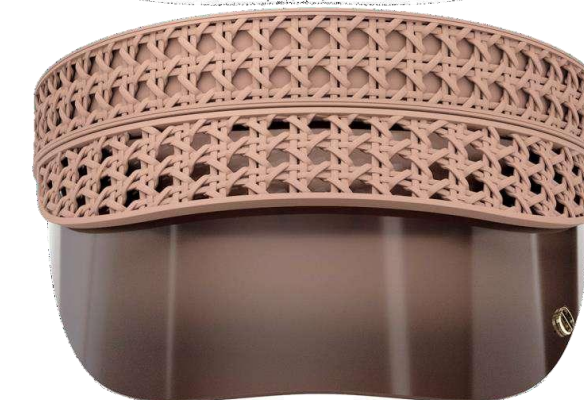


V1U
CD40194U

11A0 | 05A



41F0 | 73G



31B0 | 91C



RX-able



Pouch & Dedicated POP

DIOR SU25 COLLECTION

VERYDIOR V1 U | CD40194 U



05A|11A0
Matte Black Frame
Smoke Lenses



73G|41F0
Matte Pink Frame
Solid Brown Lenses



91C|31B0
Matte Blue Frame
Solid Blue Lenses

Technical details

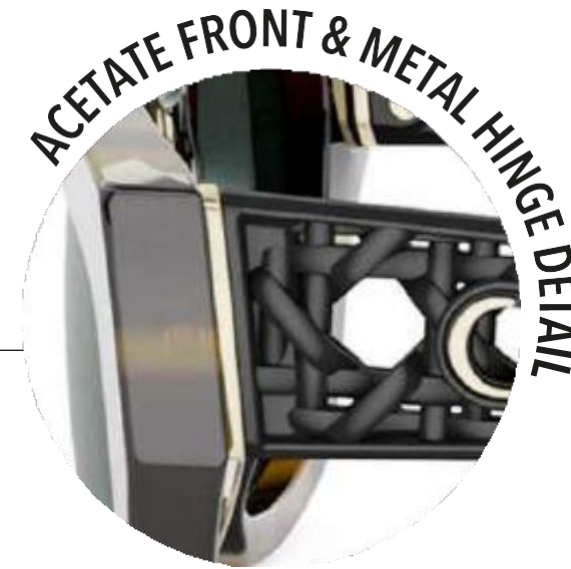
U 00 N/A 0 0 ~~RX-able~~

VERYDIOR

Product Deep Dive

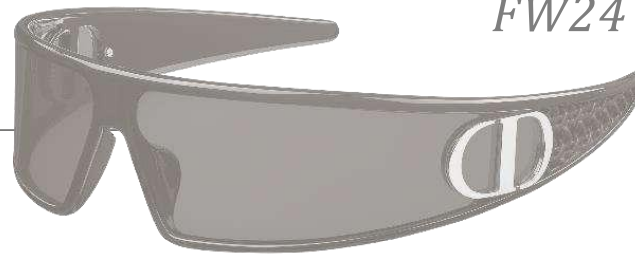


NOW: FEMININE BUTTERFLY



RX-able

The full mask



A foldable twist



Oversize temples



3D PRINTED CANNAGE INSERT



With elevated metal CD logo

DIOR SU25 COLLECTION

VERYDIOR S2 I/F | CD40181 I/F



01A|10A0
Shiny Black Frame
Smoke Lenses



21A|50A0
White Frame
Smoke Lenses
LIMITED



52N|20C0
Dark Havana Frame
Green Lenses

Technical details

	⊙	⊂	⌒	↔	
I	53	4	20	140	RX-able
F	55	4	19	140	



Reach a *trendy* audience



JENNIFER LAWRENCE |
AMERICAN ACTRESS

CDIOR

+3 STYLES

Existing offer



CDIOR B1U



CDIOR B2U



CDIOR B3U



CDIOR B4I/F



CDIOR S1I/F



CDIOR S2I/F

CDIOR

Product Deep Dive



Modern *rimless* launch

With a single CD hinge

JEWELRY INSPIRED



Subtle engraved
Christian Dior logo



DIOR MASKED BI-COLOR LENS



SOREAL



DIORSPLIT

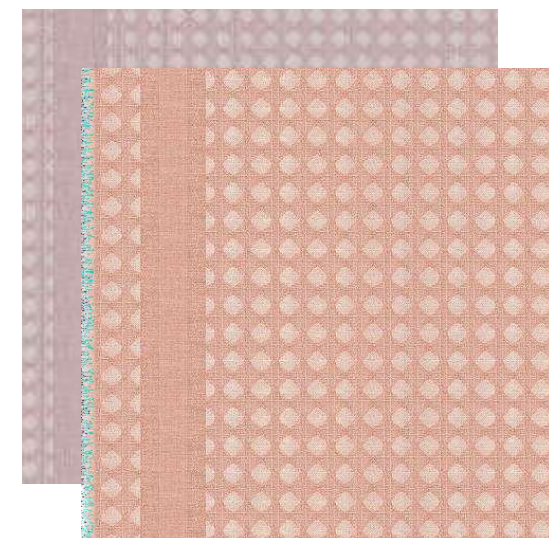
3 Trendy shapes

HOT LOW & VINTAGE SQUARE

	B5U CD40196U	S3U CD40195U	S4U CD40203U
BOC9 10N			
EOA7 29A			
BOLO 10Z			
BOBO 10V			
COGO 32Y			

~~RX~~able

FRESH COLOR PALETTE



THÉLIOS

DIOR SU25 COLLECTION

CDIOR B5 U | CD40196 U



10N | B0C9
Shiny Gold Frame
Green - Mirror Gold Lenses



29A | E0A7
Shiny Copper Gold Frame
Smoke - Mirror Copper Lenses



10Z | B0L0
Shiny Solid Nude Frame
Shiny Mirror Copper Lenses

Technical details

	○	⊂	⌒	↔	
U1	57	2	14	135	RX-able
U2	59	2	14	135	

DIOR SU25 COLLECTION

CDIOR S3 U | CD40195 U



10N | B0C9
Gold Frame
Green Lenses



10V | B0B0
Gold Frame
Blue Lenses



29A | E0A7
Copper Gold Frame
Smoke Lenses

Technical details

	○	⊂	⌒	↔	
U1	58	2	15	135	RX-able
U2	60	2	15	135	

DIOR SU25 COLLECTION

CDIOR S4 U | CD40203 U



10Z|B0L0
Shiny Gold Frame
Solid Pink Lenses



29A|E0A7
Shiny Rose Gold Frame
Smoke Copper Mirror Lenses



32Y|C0G0
Shiny Light Gold Frame
Solid Violet Lenses

Technical details

	○	⊂	⌒	↔	
U1	57	2	14	135	RX-able
U2	59	2	14	135	

Let's go *thin* & cool



DIOR PACIFIC

+2 STYLES

Existing offer



B21/F
+2 NEW COLORS



B3U
+1 NEW COLOR



S1U



S2U
+2 NEW COLORS

DIOR PACIFIC

Product Deep Dive



ADV STYLES

Target a **younger client**

Trendy *low shapes*

MODERN THIN ACETATES

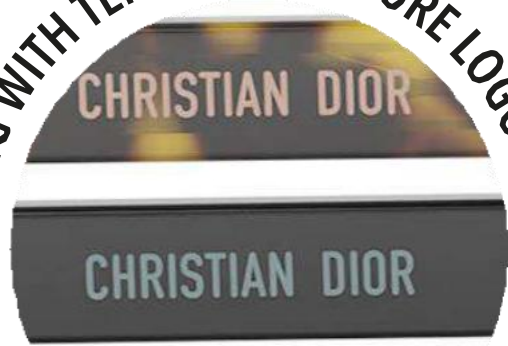


SEETHROUGH FASHION LENSES



	R1I/F CD40204I/F	S3I/F CD40205I/F
10A0 01A	★ ADV	★ ADV
50B0 24V LIMITED IN I		
20L0 52Y		
16I0 01V		

MATCHING WITH TEMPLE SIGNATURE LOGO



Hand applied enamel

RX-able

TRILAYER FRONT SKUS



Classic Dior colors

M. DIOR LUCKY STAR



Discreet metal touch



DIOR SU25 COLLECTION

DIORPACIFIC R1 I/F | CD40204 I/F | **SU25 ADV STYLE**



★ **01A | 10A0**
Shiny Black & White Frame
Smoke Lenses
ADV



24V | 50B0
White
Blue & Red Frame
Blue Lenses
LIMITED IN I



52Y | 20L0
Dark Havana & Pink Frame
Nude Lenses

Technical details

	○	⊂	⌒	↔	
I	52	4	18	140	RX-able
F	54	4	18	140	

DIOR SU25 COLLECTION

DIORPACIFIC S3 I/F | CD40205 I/F | **SU25 ADV STYLE**



★ **01A | 10A0**
Shiny Black & White Frame
Smoke Lenses
ADV



01V | 16I0
Shiny Black & Azure Frame
Azure Lenses



24V | 50B0
White
Blue & Red Frame
Blue Lenses
LIMITED IN I

Technical details

	○	⊂	⌒	↔	
I	52	4	19	140	RX-able
F	55	4	19	140	

DIOR SU25 COLOR ADD

DiorPacific S2U | CD40113U

Seasonal animations of *best-sellers*
GRADIENT OBLIQUE LENSES

NEW COLORS SU25

CD40113U
+2 NEW COLORS



25C | 95A8

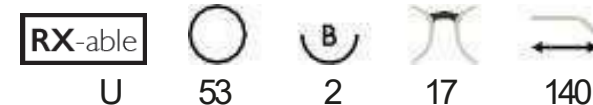
Solid ivory & blue frame,
Smoke silver mirror oblique lenses



LIMITED

90C | 30B8

Solid blue & ivory frame,
Blue silver mirror oblique lenses



CARRY-OVERS



01A



52S



69T



96G



THĒLIOS

DIOR SU25 COLORADD

DiorPacific B2I/F | CD40157I/F

Seasonal animations of *best-sellers*
GRADIENT OBLIQUE LENSES

NEW COLORS SU25

CD40157I/F
 +2 NEW COLORS
BEST SELLER #2 EMEA & #3 APAC

LIMITED
 25C | 95A8
Solid ivory & blue frame,
 Smoke silver mirror oblique lenses

90C | 30B8
Solid blue & ivory frame,
 Blue silver mirror oblique lenses

RX-able				
I	54	4	20	140
F	55	4	19	140

CARRY-OVERS

01B
 72F
 92V
 96B



THĒLIOS

DIOR SU25 COLORADD

DiorPacific B3U | CD40163U

NEW COLORS SU25



CD40163U
+1 NEW COLOR

56A | 24A0
Havana frame with pink details,
Smoke lenses

RX-able
U 52 4 19 140

CARRY-OVERS



01A

72Z

90V



THÉLIOS

New *entry* line lead

NEW LINE

DIOR GLOW

INTRODUCING 2 STYLES (+2 AF)



THĒLIOS

DIOR GLOW

Product Deep Dive



BIG RECOGNIZABLE METAL LOGO

PLAYFUL BEVELLED PROFILES ON THE FRONT



COLORFUL TRANSPARENT ACETATES



For a young-oriented offer

Complimentary shapes

	B11/F CD40198/F	S11/F CD40197/F
10A0 01A ★		
66D2 39F		 LIMITED
35B0 69V	 LIMITED	 LIMITED IN I
71AL 98B		
74G2 92T		 LIMITED IN F

RX-able



DIOR SU25 COLLECTION

DIOR GLOW S1 I/F | CD40197 I/F



01A | 10A0
Shiny Black Frame
Smoke Lenses



39F | 66D2
Transparent Yellow Frame
Gradient Bordeaux to Yellow Lenses
LIMITED



69V | 35B0
Transparent Red Frame
Blue Lenses
LIMITED IN I



92T | 74G2
Transparent Blue Frame
Gradient Bordeaux to Azure Lenses
LIMITED IN F

Technical details

	⊙	⊂	⌒	↔	
I	53	4	20	140	RX-able
F	54	4	18	140	

DIOR SU25 COLLECTION

DIOR GLOW B1 I/F | CD40198 I/F



★ **01A|10A0**
Shiny Black Frame
Smoke Lenses



39F|66D2
Shiny Yellow Frame
Gradient Brown Lenses



69V|35B0
Shiny Bordeaux Frame
Blue Lenses
LIMITED



98B|71AL
Dark Green Frame
Gradient Smoke Lenses

Technical details

	○	⊂	⌒	↔	
I	53	4	16	140	RX-able
F	54	4	14	140	



Play with *trends* on our pillars

DIORSIGNATURE

STUDS ANIMATION ON CAO



Existing *offer*



B1U



B4F/I



B7I



B8U

+1 NEW ANIMATION



S1U



S6U



S7F



S10F



S11V/F



S12V/F



S13V/F



R2V/F

DIOR SU25 COLORADD

DiorSignature B8U | CD40170U

Rocking **studs** for the season
CLASSIC TEMPLES & SIGNATURE LOGO



NEW COLORS SU25

CD40170U
+1 NEW COLOR



LIMITED

05A | 15A0

Black with gold studs frame,
Smoke lens

CARRY-OVERS



01A



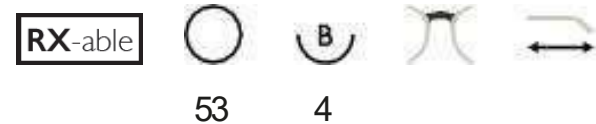
25V



57E



71A



Play with *trends* on our pillars



30 MONTAIGNE



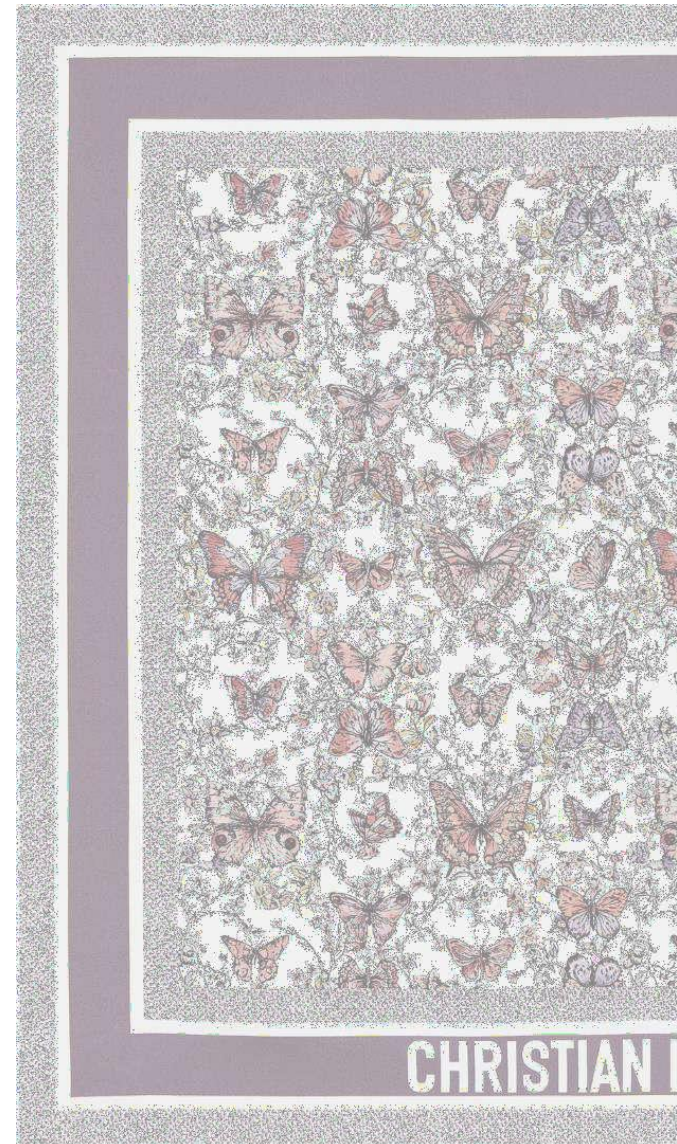
Existing offer



DIOR SU25 COLORADD

30 Montaigne B3U | CD40146U

Seasonal color palette
FOR A FEMININE STYLE



NEW COLORS SU25

CD40146U
+1 NEW COLOR



28Z | D0G2
Shiny rose gold frame,
Gradient purple lens

CARRY-OVERS








05Q



10V



    
39 0 14 135

DIOR SU25 COLORADD

30 Montaigne B5U | CD40156U

● *Seasonal color way*
WARM HAVANA CLASSIC TOUCH

TIMELESS SHAPE



NEW COLORS SU25

CD40156U
+1 NEW COLOR



52V | 20B0
Dark Havana frame,
Blue lens

CARRY-OVERS



01A



66V



72C



RX-able ○ B ↔
40 0 14 135

DIOR SU25 COLORADD

30Montaigne S10F | CD40129F



NEW COLORS SU25

CD40129F
+1 NEW COLOR
ONE SHOT | 1000 UNITS

BEST SELLER #2 APAC



LIMITED

69T | 35F2

**Shiny Amaranth frame,
Gradient Bordeaux lens**

CARRY-OVERS



01B



20B



90V

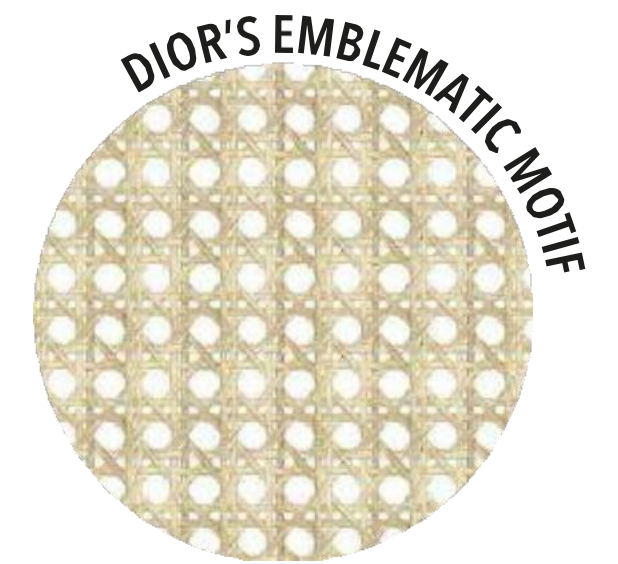


RX-able 54 2 20 130



Play with *trends* on our pillars

DIORCANNAGE



Existing offer



A1U

+1 NEW COLOR



S1I



A3U



B1U

THĒLIOS

DIOR SU25 COLORADD

DiorCannage A1U | CD40165U

NEW COLORS SU25

CD40165U
+1 NEW COLOR

BEST SELLER #4 CHINA



10B | B0A1
Shiny gold frame,
Gradient smoke lens

CARRY-OVERS



10K



10N

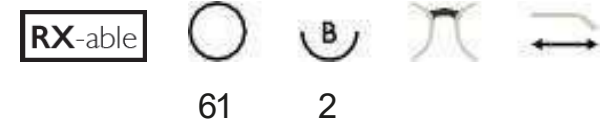


10V

CLASSIC PILOT STYLE



● Introduce a *classic* smoke lens
FOR A TIMELESS LOOK



03.

WOMEN OPTICAL STYLES



EYEWEAR COLLECTION OVERVIEW

FASHION

Bright



NEW: DIORGLOW O
2 STYLES (+2 AF)

Iconic



DIORSIGNATURE O
+1 CAO (1 COLOR)

FASHION ELEGANT

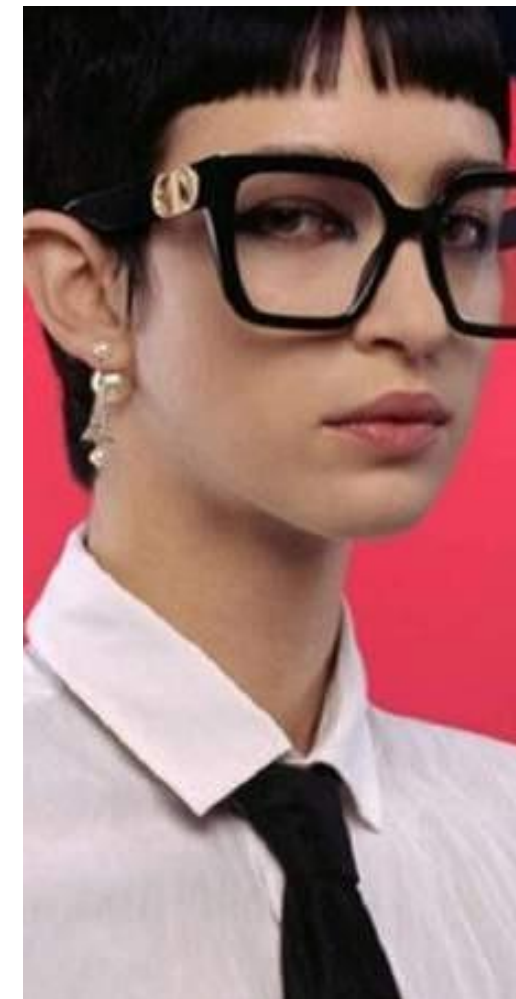
Jewel



CDIOR O
+2 STYLES (+2 AF)

CITY ELEGANT

Elevated



30MONTAIGNE O
+1 CAO (NEW SIZE)

Easy Casual



MINICD O
+2 CAO (+2 COLORS)



Reach a *young* audience

WITH A LIGHTER NEW CONCEPT

CDIOR O

+2 STYLES

Existing offer



S1V/F



S2I



B1F



S3F

CDIORO

Product Deep Dive



Elevated new concept

With a single CD hinge



PIERCED EARRING INSPIRATION

Jewelry code



	B2I/F CD50129I/F	S4I/F CD50130I/F
1000 001		
2400 053 ONLY IN AF		
2600 056 ONLY IN I		
2500 054 ONLY IN I		
9500 025 ONLY IN I LIMITED		
	F50 I51	F52 I53

Evolution of our *jewel* line

MORE DISCRETE LOGO



HAND APPLIED ENAMEL & ENGRAVED LOGO



AF WITH METAL NOSE PADS

SOFT FEMININE HAVANAS



THÉLIOS

DIOR SU25 COLLECTION

CDIORO B2 I/F | CD50129 I/F



★ 001 | 1000
Shiny Black Frame



025 | 9500
Ivory Frame
Only in I Fitting
LIMITED



053 | 2400
Blonde Havana Frame
Only in AF



054 | 2500
Red Havana Frame
Only in I Fitting



056 | 2600
Havana & Other Frame
Only in I Fitting

Technical details

	○	⊂	⌒	↔
I	51	4	18	140
F	50	4	18	145

DIOR SU25 COLLECTION

CDIORO S4 I/F | CD50130 I/F



001 | 1000
Shiny Black Frame



025 | 9500
Ivory Frame
Only in I Fitting
LIMITED



053 | 2400
Blonde Havana Frame
Only in AF



054 | 2500
Red Havana Frame
Only in I Fitting



056 | 2600
Havana & Other Frame
Only in I Fitting

Technical details

	○	⊂	⌢	↔
I	53	4	16	140
F	52	4	16	145

New *entry* line lead

NEW LINE

DIORGLOW O

INTRODUCING 2 STYLES (+2 AF)



THĒLIOS

DIOR GLOW O

Product Deep Dive

★ CORE EMEA/AMERICA

★ CORE CHINA/APAC



Slightly smaller than sun



Complimentary shapes



○ 53

○ 51



For an easy-to-wear offer



DIOR SU25 COLLECTION

DIOR GLOWO B1 I/F | CD50127 I/F



★ **001 | 1000**
Shiny Black Frame



026 | 8500
Crystal Frame



054 | 2500
Red Havana Frame

Technical details

	○	⊂	⌒	↔
I	53	4	16	140
F	53	4	16	145

DIOR SU25 COLLECTION

DIOR GLOWO S1 I/F | CD50128 I/F



★ **001 | 1000**
Shiny Black Frame



026 | 8500
Crystal Frame



056 | 2400
Beige Havana Frame

Technical details

	○	⊂	⌒	↔
I	51	4	17	140
F	51	4	17	145



30 MONTAIGNE 0

Existing offer



S11/F

+SIZE 50 IN 1 | CAO



S2I



S3I



S4I



B1I

DIOR SU25 COLORADD

30Montaigne O S1I | CD50090I

NEW COLORS SU25

CD50090I
+2 NEW COLORS

001 | 1000
Shiny Black frame



052 | 2000
Dark Havana frame



I 50 4 18 130

CARRY-OVERS

I IN SIZE 54
AF IN SIZE 55

001



052



025



● Introduce a *smaller* size in I
IN OUR CLASSIC COLORS



Play with *trends* on our pillars

DIORSIGNATURE 0

Existing offer



S3I



S5I/F



S6I/F



B2I



B3I



R3I

+1 NEW COLOR

THĒLIOS

DIOR SU25 COLORADD

DiorSignature O R3I | CD50114I

NEW COLORS SU25



CD50114I
+1 NEW COLOR



072 | 4000
Shiny Pink frame

⊙ ⊂ ⊂ ⇄
| 53 4 19 140

CARRY-OVERS



001



069



093



Play with *trends* on our pillars

MINICD 0

Existing *offer*



B2I

B6I

B7/F



R5I/F

R6F

R7F

+2 NEW COLORS



S1F

S2I/F

S7F

S8I/F

S9I

+2 NEW COLORS

THÉLIOS

DIOR SU25 COLORADD

MiniCD O R5I/F | CD50100I/F

NEW COLORS SU25

CD50100I/F
+2 NEW COLORS

BEST SELLER #3 CHINA



069 | 3500

Shiny Bordeaux & Gun frame

LIMITED



074 | 4300

Pink & Gold frame

LIMITED

I	50	4	17	145
F	50	4	17	145

CARRY-OVERS



005



052



057
ONLY IN F



Now *metal* hinge



AE WITH METAL NOSE PADS

DIOR SU25 COLORADD

MiniCD O S8I/F | CD50101I/F

NEW COLORS SU25



Now *metal* hinge

069 | 3500
Shiny Bordeaux & Gun frame
 LIMITED



074 | 4300
Pink & Gold frame
 LIMITED



AE WITH METAL NOSE PADS

CD50101I/F
 +2 NEW COLORS

BEST SELLER #5 WORLDWIDE

I	55	4	16	140
F	55	4	16	140

CARRY-OVERS



005



052



057



THÉLIOS

04!

**MEN SU25
COLLECTION**



MAISON KNOWLEDGE

01. An artistic savoir-faire exploration SUMMER 2025 READY-TO-WEAR SHOW



Kim Jones continues to explore and develop all forms of *savoir-faire*. Between luxury and functionality, the workwear wardrobe and the **archives** of women's haute couture take on a new meaning.

The silhouettes are at once **sculptural** and *practical*, borrowing from the language of *ceramics*. Designed by Stephen Jones, the hats were hand crocheted by South African artisans. The energy combines the handmade, the global & the local.

7 LOOKS WITH DIOR VINTAGE SUNGLASSES



Featuring the work of South African ceramist Hylton Nelel

Assistance of the Dior **friends** with *eyewear*

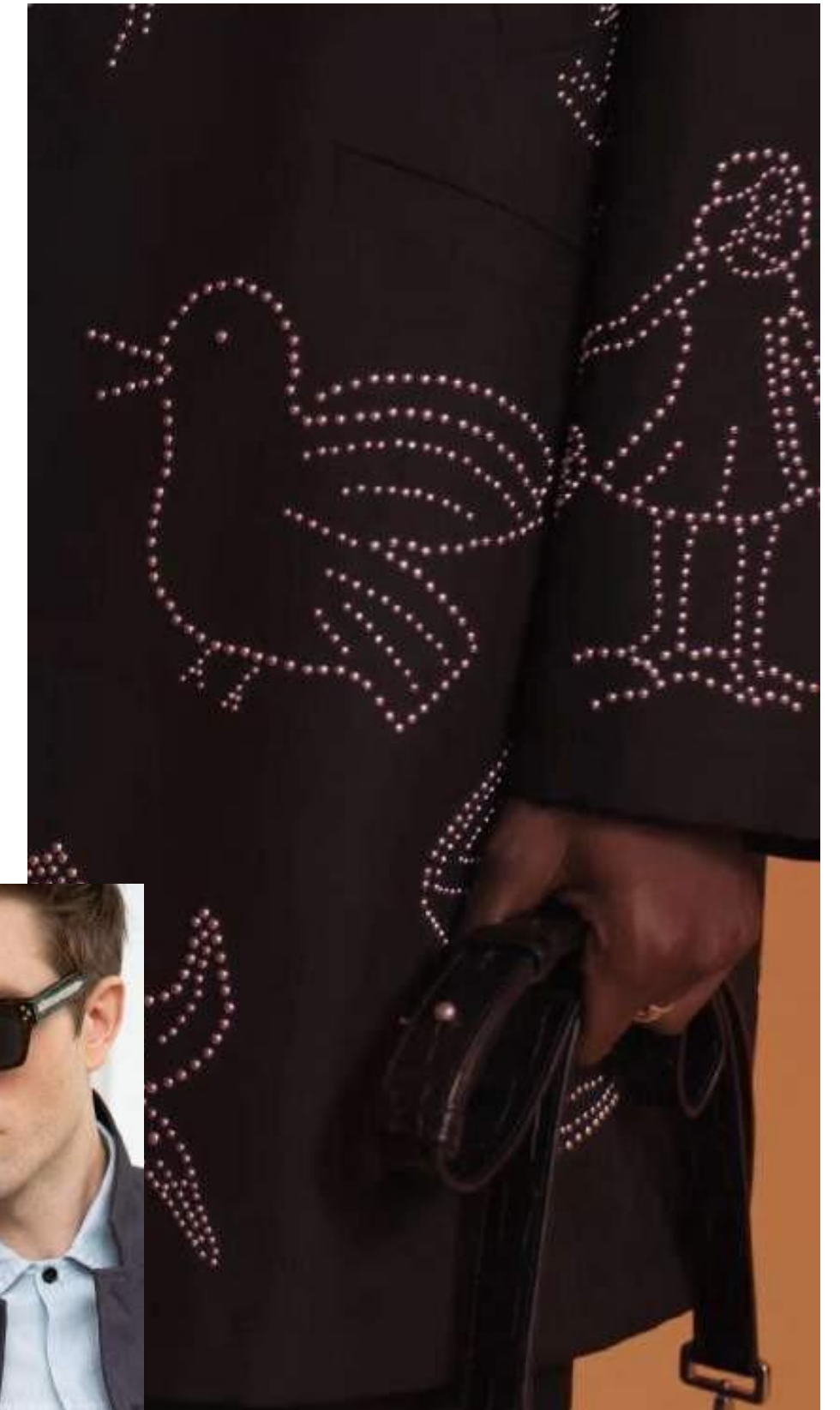


@DEMIMOORE
ACTRESS

@MALUMA
SINGER

@DIPLO
DJ

@ROBERTPATTINSON
ACTOR



EYEWEAR COLLECTION KEYPOINTS

01. Launch of a new *line*
CHRISTIAN DIOR LABEL



BUILD OUR MIDDLE PRICE OFFER

02. Enrich our *premium line*
CD DIAMOND



ADOPT THE RIMLESS TREND

03. Address the *sporty segment*
DIORB23



LEVERAGE A FLAT TOP STYLE

04. Strengthen our *timeless pillars*
DIORBLACKSUIT & CD LINK



RECOLORING OUR BEST-SELLERS

EYEWEAR COLLECTION KEYPOINTS

01. Boost our *entry* best-sellers
DIORBOTANICA O



STRENGTHEN THE ACETATE OFFER

02. Leverage the *city elegant*
DIORBLACKSUIT O



EXPAND THE SHAPE UNIVERSE

03. Strengthen the *premium*
CD DIAMOND O



ENRICH THE TITANIUM CONCEPT

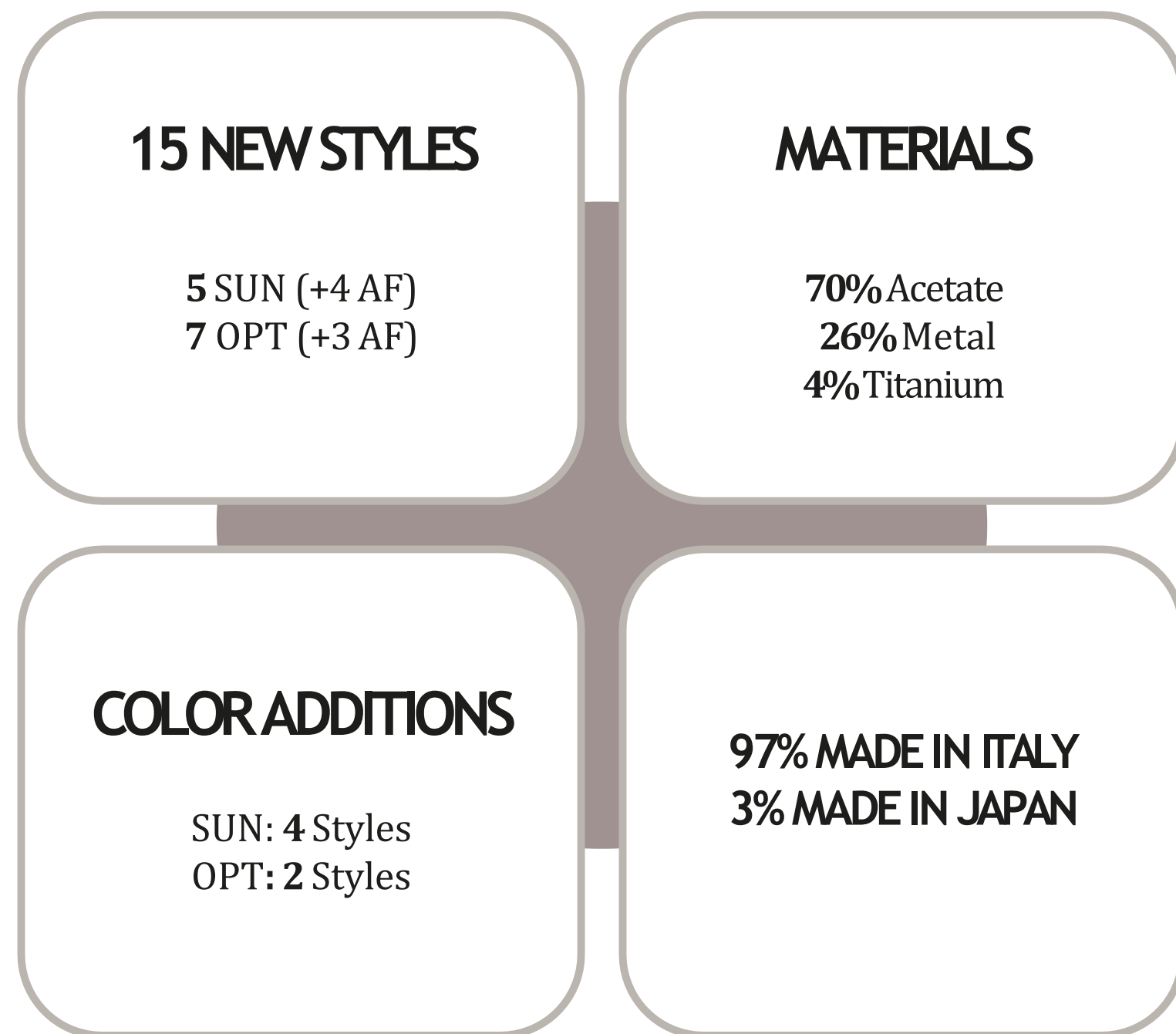
04. Animate our *everyday* offer
CD ICON O



INTRODUCING STYLES IN ADJUSTED FITTING

PRODUCT DEEP DIVE

PRODUCT MIX



05.

MEN SUN STYLES



EYEWEAR COLLECTION OVERVIEW

FASHION

Couture Logo



NEW:
CHRISTIAN DIOR LABEL
2 STYLES (+1 AF)

FASHION ELEGANT

Elevated



CD DIAMOND
+2 STYLES (+2 AF)
+1 CAO (2 COLORS)

CITY ELEGANT

Timeless



DIORBLACKSUIT
+2 CAO (2 COLORS)

Classic



CD LINK
+1 CAO (2 COLORS)

SPORTY

Laid-back



DIORB23
+1 STYLE (+1 AF)



Launch of a new *cross-category* signature

NEW LINE

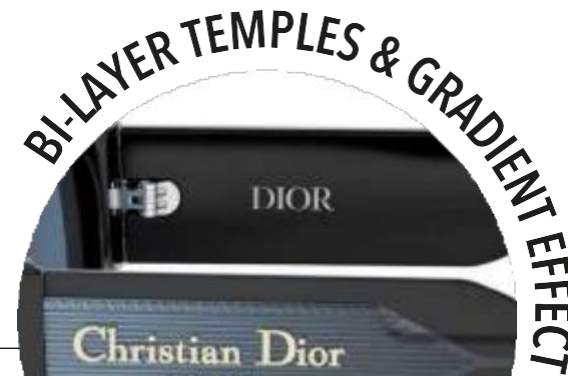
CHRISTIAN DIOR LABEL

INTRODUCING 2 STYLES (+1 AF)

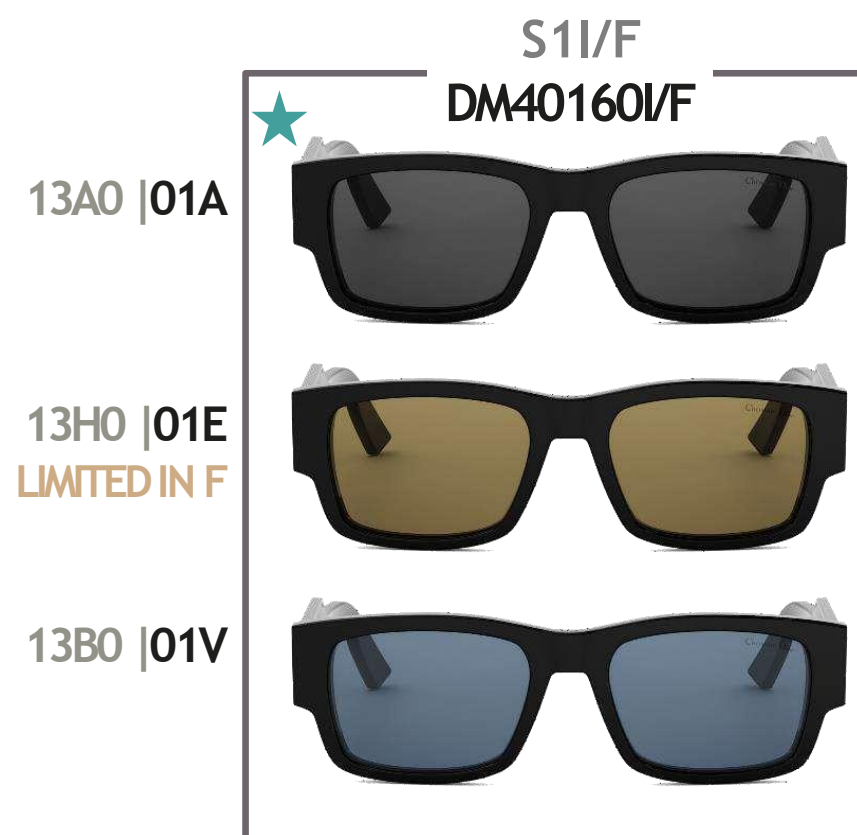
THĒLIOS

CHRISTIAN DIOR LABEL

Product Deep Dive



Hand varnishing shading to black



RX-able

Building our *medium* price offer



TRENDY SEE-THROUGH LENSES

CROSS-CATEGORY SIGNATURE

First time in eyewear



Christian Dior
COUTURE

DS

DIOR SU25 COLLECTION

CHRISTIAN DIOR LABEL S1 I/F | DM40160 I/F



★ **01A / 13A0**
Shiny Black & Crystal Frame
Solid Smoke Lens



01E / 13H0
Shiny Black & Transparent Beige Frame
Solid Nicotine Lens

LIMITED IN F



01V / 13B0
Shiny Black & Transparent Light Blue Frame
Solid Blquette Lens

Technical details

	○	⊂	⌒	↔	
I	54	4	19	145	RX-able
F	56	4	19	145	

CHRISTIAN DIOR LABEL

Product Deep Dive



METAL FRONT IN MODERN COMBI



RX-able

Building our *medium* price offer

TRENDY SEE-THROUGH LENSES



BI-LAYER TEMPLES & GRADIENT EFFECT



Hand varnishing shading to black

CROSS-CATEGORY LOGO



First time in eyewear



DIOR SU25 COLLECTION

CHRISTIAN DIOR LABEL S2 U | DM40161 U



16A / F4A0
Shiny Silver & Black Crystal Frame
Solid Smoke Lens



16N / F0C0
Shiny Silver & Black Crystal Frame
Solid Green Lens



16V / F0I0
Shiny Silver & Black Transparent Light Blue
Frame
Solid Light Blue Lens

LIMITED

Technical details

U 54 4 17 145 **RX-able**



Enrich our *premium* line

CD DIAMOND

+2 NEW STYLES (+2 AF)

Existing offer



A1U



M1U



R2I/F



S2I



S3F



S4U



S5I/F

+2 NEW COLORS



S6I/F



S7I/F



S8I/F



S9U/F

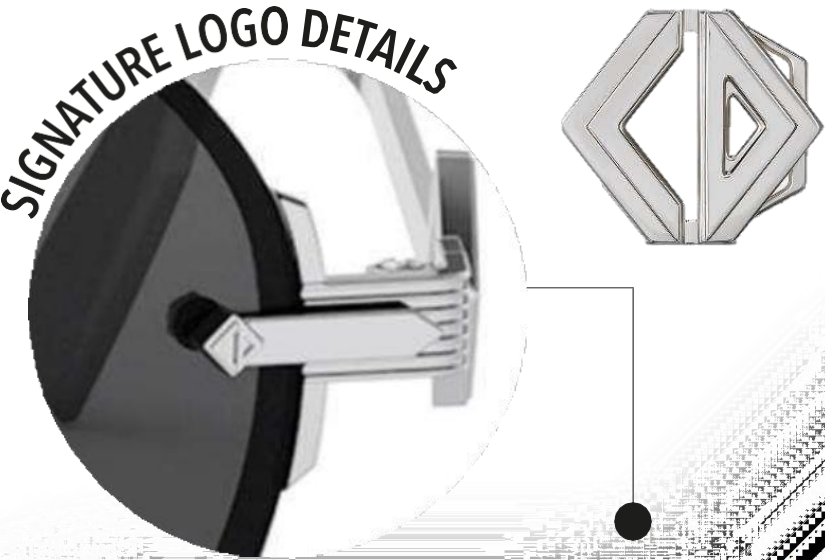
THÉLIOS

CD DIAMOND

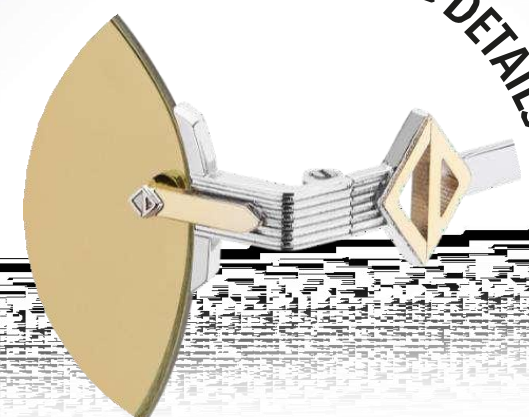
Product Deep Dive



SIGNATURE LOGO DETAILS



BI-GALVANIC DETAILS



Elegant touch

INTRODUCE THE RIMLESS TREND



	R5U/F DM40162U/F	ADV S11U/F DM40163U/F
FOA0 16A		
F2H0 16E LIMITED		
D2B0 16V		
D2C0 16N		

~~RX~~ able



THÉLIOS

DIOR SU25 COLLECTION

CD DIAMOND S11 U/F | DM40163 U/F. | **SU25 ADV STYLE**



★ **16A / F0A0**
 Shiny Silver Frame
 Solid Smoke Lens
ADV

16N / F2C0
 Shiny Silver Gold Frame
 Solid Green Lens

Technical details

	○	⊂	⌒	↔	RX-able
U	54	4	16	145	
F	55	4	16	150	

DIOR SU25 COLLECTION

CD DIAMOND R5 U/F | DM40162 U/F



16A / FOA0
Shiny Silver Frame
Solid Smoke Lens



16E / F2H0
Shiny Silver Gold Frame
Solid Nicotine Lens
LIMITED



16V / F2B0
Shiny Silver Gold Frame
Solid Navy Blue Lens

Technical details

	○	⊂	⌒	↔	
U	50	4	19	145	RX-able
F	50	4	18	150	

DIOR SU25 COLORADD

CD Diamond S5I/F | DM40109I/F

Seasonal *palette*



84A | 30A0

Shiny Solid Light Blue Frame,
Solid Smoke Lens

LIMITED IN F



39A | 66A0

ONLY I

Shiny Solid Bright Yellow Frame,
Solid Smoke Lens

LIMITED

NEW COLORS SU25

DM40109I/F
+2 NEW COLORS



RX-able				
I	56	4	13	140
F	60	4	12	145

CARRY-OVERS



01A



53G



55X



57J

Tackle the *sporty* segment

DIORB23

+1 STYLE (+1 AF)

Existing *offer*



R1I



S2F



S1I



S3I



DIORB23

Product Deep Dive



Comfortable internal rubber insert



RX-able



Inspired by the sneakers

Promote the *flat top* trend
TOP 3 LINE YTD



DIOR SU25 COLLECTION

DIOR B23 S4 I/F | DM40159 I/F



47A / 64A0
 Solid Khaki Frame
 Solid Smoke Lens
 Khaki Rubber Tag

90X / 30B8
 Shiny Blue Frame
 Oblique Blue Mirror
 Navy Blue Rubber Tag

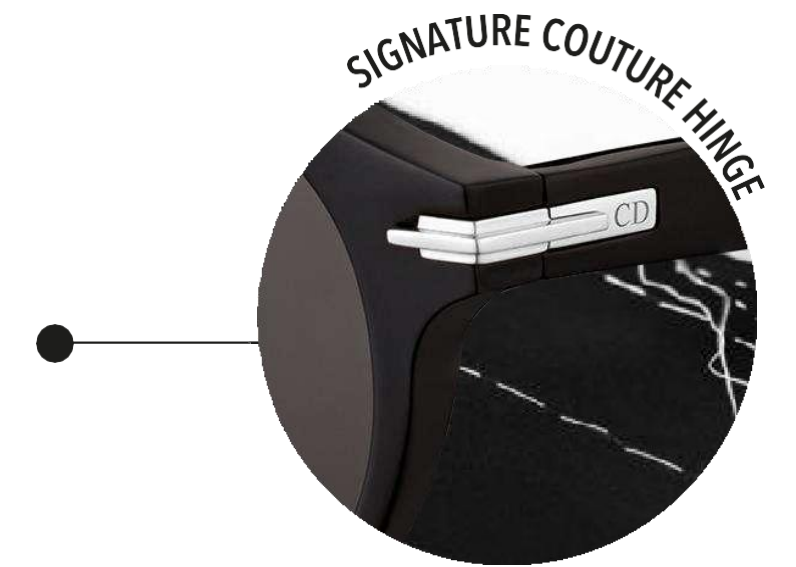
Technical details

	○	⊂	⌒	↔	
I	56	4	16	145	RX-able
F	57	4	15	145	

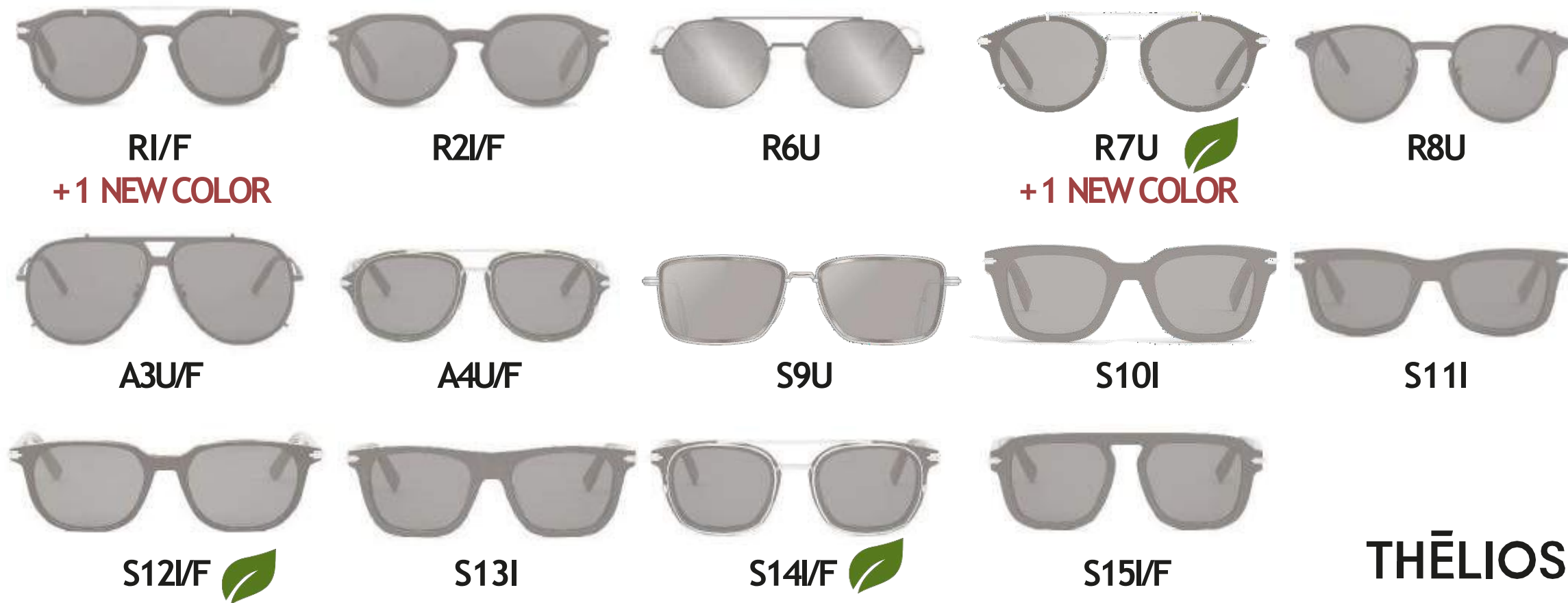


Strengthen our *timeless* pillars

DIORBLACKSUIT



Existing offer



DIOR SU25 FITTING & COLOR ADD

DiorBlackSuit RI/F | DM40010I/F

NEW COLORS SU25



Top 1 *Sine* YTD
BEST SELLING STYLE

01N | 10C0
Shiny Black & Light Gold Frame,
Solid Khaki Lenses



RX-able				
I	56	2	18	145
F	58	2	18	150

DM40010I/F
+1 NEW COLOR
BEST SELLER #1 WORLDWIDE

CARRY-OVERS



01A
ONLY IN I

25J
ONLY IN I

52V
ONLY IN I

66X
ONLY IN I

90V
ONLY IN I

DIOR SU25 COLORADD

DiorBlackSuit R7U | DM40111U



NEW COLORS SU25

CARRY-OVERS

CLASSIC PILOT SHAPE



Top 1 *line* YTD
BEST SELLING STYLE

01G | 10A5
Shiny & Matte Black Metal Frame,
Dark Bronze Mirror Lenses

DM40111U
+1 NEW COLOR
BEST SELLER #2 WORLDWIDE

RX-able U 50 4 23 145

01A
52V
02C
52N



Strengthen our *timeless* lines

CD LINK

Existing *offer*



A1U
+2 NEW COLORS

DIOR SU25 COLORADD

CD Link A1U | DM40026U

DARING TIMELESS COLORS



Refresh the *classic pilot*

10V | B0B0

Shiny Gold Frame,
Solid Navy Blue Lenses

LIMITED

12A | H0A4

Shiny Dark Ruthenium Frame,
Flash Silver Lenses

LIMITED

NEW COLORS SU25

DM40026U
+2 NEW COLORS



RX-able
U 61 2 13 145

CARRY-OVERS



006.

MEN OPTICAL STYLES



EYEWEAR COLLECTION OVERVIEW

FASHION ELEGANT

Elevated



CD DIAMOND O
+1 STYLE
+1 CAO (2 COLORS)

CITY ELEGANT

Timeless



DIORBLACKSUIT O
+2 STYLES (+1 AF)

Laid-Back



CD ICON O
+2 AF STYLES

CASUAL

Easy to wear



DIORBOTANICA O
+2 STYLES (+2 AF)
+1 CAO (1 NEW COLOR)



Boost our *entry* best-sellers

DIOR BOTANICA O

+2 STYLES (+2 AF)

Existing offer



THĒLIOS

DIOR BOTANICA O BIO-ACETATE

Product Deep Dive



Push the *entry price offer*

LILY OF THE VALLEY ENGRAVED



Christian Dior good luck flower charm



	R3I/F 	S4I/F 
	DM50109I/F	DM50111I/F
1000 003		
4500 020	LIMITED	
7800 059		LIMITED IN F

○ F50
| 49

○ F54
| 54

TRANSPARENT ACETATES

STRENGTHEN THE BIO ACETATE OFFER



DIOR SU25 COLLECTION

DIORBOTANICA R3 I/F | DM50109 I/F



★ **003 / 1000**
Shiny Black Crystal & Shiny Palladium
Frame



020 / 4500
Shiny Transparent Grey & Shiny Palladium
Frame
LIMITED



059 / 7800
Shiny Transparent Khaki & Shiny Palladium
Frame

Technical details

	○	⊂	⌒	↔
I	49	4	19	145
F	50	4	20	150

DIOR SU25 COLLECTION

DIORBOTANICA S4 I/F | DM50111 I/F



003 / 1000
Shiny Black Crystal & Shiny Palladium
Frame



020 / 4500
Shiny Transparent Grey & Shiny Palladium
Frame



059 / 7800
Shiny Transparent Khaki & Shiny Palladium
Frame
LIMITED IN F

Technical details

	○	⊂	⌒	↔
I	54	4	17	145
F	54	4	18	150

DIOR SU25 COLOR ADDITION

DiorBotanica O R11 | DM500891

 **BIO-ACETATE**

NEW COLORS SU25

DM500891
+1 NEW COLOR

BEST SELLER #1 WORLDWIDE



050 | 6400

Transparent Brown with Silver Frame

1 51 4 18 145

CARRY-OVERS





Leverage the *city elegant*

DIORBLACKSUIT 0

+2 STYLES (+1 AF)

Existing offer



A2U



N3I



N4I



R3U



R4I



R6I/F



R7U



R9F



S2U



S3U



S10I



S12I



S14I



S17F



S18I



S20I/F



S21I



S22F



S23F



S24U

THÉLIOS

DIORBLACKSUITO

Product Deep Dive



Expand our *timeless* offer
COMPLIMENTARY SHAPES



BOLD FLAT TOP PILOT



THIN TEMPLES & CLASSIC FRONT



The perfect dark blue & elegant Havanas

	A3I DM50113I	S25I/F DM50110I/F
1000 001		
2000 052	LIMITED 	LIMITED IN F
2700 056		
2800 092		

○ 53

○ F53
I 53

DIOR SU25 COLLECTION

DIORBLACKSUITO S25 I/F | DM50110 I/F



★ **001 / 1000**
Shiny Black & Shiny Palladium Frame



052 / 2000
Shiny Dark Havana & Shiny Dark Ruthenium Frame
LIMITED IN F



092 / 2800
Shiny Dark Blue Havana & Shiny Palladium Frame

Technical details

	○	⊂	⌒	↔
I	53	4	17	145
F	53	4	17	150

DIOR SU25 COLLECTION

DIORBLACKSUITO A3 I | DM50113 I



001 / 1000
Shiny Black & Shiny Palladium Frame



052 / 2000
Shiny Dark Havana & Shiny Dark Ruthenium Frame
LIMITED



056 / 2700
Shiny Melange Green Havana & Shiny Dark Ruthenium Frame

Technical details

I 53 4 16 145



Strengthen the *premium*

CD DIAMOND O

+1 TITANIUM STYLE

Existing offer



R3U | TITANIUM



S4I



S5U | TITANIUM



S6I



S7U



S8I

+2 NEW COLORS



S9U



S10I/F

THÉLIOS

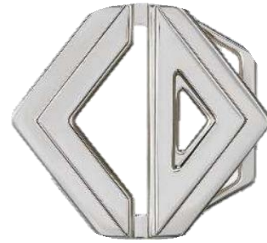
CD DIAMOND O

Product Deep Dive



Grow our *titanium* concept
WITH A ROUND RIMLESS STYLE

SIGNATURE LOGO DETAILS



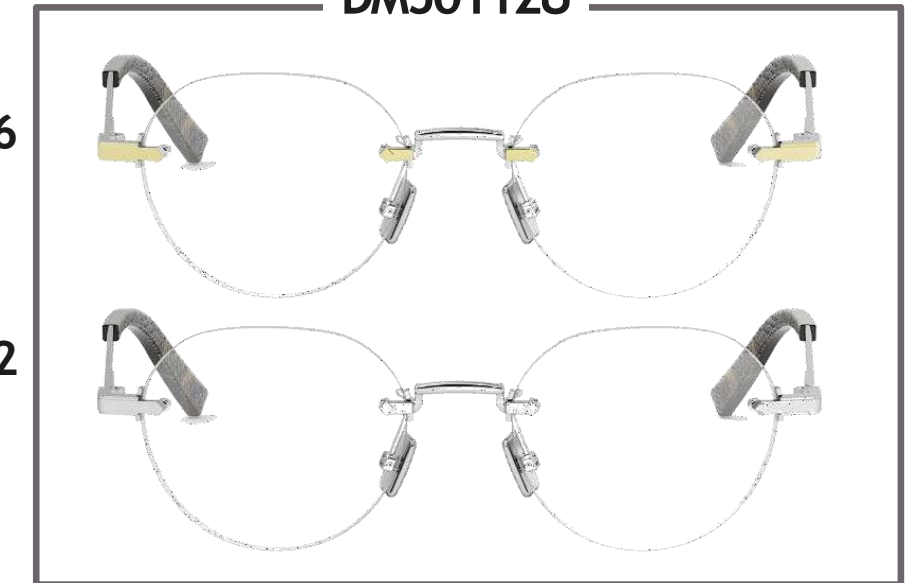
LEVERAGE ON REFINED DETAILS



F000 | 016

F200 | 032

R6U
DM50112U



50

COMFORTABLE TEMPLE TIPS



SPECIAL PACKAGING



Bi-galvanic touches

DIOR SU25 COLLECTION

CD DIAMONDO R6 U | DM50112 U



016 / F000

Shiny Silver & Shiny Dark Havana Tips
Frame

032 / F200

Shiny Silver & Gold Frame with Shiny Dark
Havana Tips

Technical details

U	50	4	19	145
---	----	---	----	-----

DIOR SU25 COLOR ADDITION

CD Diamond O S81 | DM50094I

BEST-SELLING COLORS

NEW COLORS SU25

CARRY-OVERS

026 | 8500
Transparent Crystal with Gold Frame

LIMITED

092 | 3000
Transparent Blue with Gold Frame

LIMITED

DM50094I
+2 NEW COLORS



1 53 4 18 145



005



059



095



Animate our *everyday* offer

CD ICON 0

+2 AF STYLES

Existing offer



N1I



R1/F



S1/F



S2I



S3I



S4I

CDICONO

Product Deep Dive



CROSS-CATEGORY CASUAL LOGO



PLAY OF MATTE/SHINY LOGO



Expand our *adjusted* fitting offer
IN ULTRA THIN ACETATE STYLES



EASY TO WEAR SHAPES



Comfortable metal nose pads



DIOR SU25 COLLECTION

CD ICONO S3 F | DM50092 F



001 / 1000
Shiny Black & Brushed Matte Dark
Ruthenium Frame



052 / 2000
Shiny Dark Havana & Brushed Matte Dark
Ruthenium Frame

Technical details

F 56 4 19 150



DIOR SU25 COLLECTION

CD ICONO S4 F | DM50093 F



001 / 1000

Shiny Black & Matte Brushed Dark
Ruthenium Frame

052 / 2000

Shiny Dark Havana & Matte Brushed Dark
Ruthenium Frame

Technical details

	○	⊂	⌒	↔
F	51	4	20	145

07.

RECAPS



COLLECTION ARCHITECTURE

Dior WOMAN SUN / 11 NEW STYLES & 8 COLOR ADDITION STYLES

DIORGRAPHIQUEVERYDIOR
+2 STYLES (+1AF) +2 STYLES (+1AF)

CDIOR
+3 STYLES




DIORPACIFIC
+2 STYLES (+2AF)
+3 CAO (+1 AF)

DIORGLOW
+2 STYLES (+2AF)

DIORSIGNATURE
+1 CAO

30MONTAIGNE
+3 CAO

DIORCANNAGE
+1 CAO

<p>NEW LINE</p>  <p>M2U 1 COLOR</p>  <p>S11/F, 1 COLOR</p>	 <p>V1U, 3 COLORS</p>  <p>S21/F, 3 COLORS</p>	 <p>B5U, 3 COLORS</p>  <p>S3U, 3 COLORS</p>  <p>S4U, 3 COLORS</p>	 <p>COLOR ADD B21/F, 2 COLORS</p>  <p>COLOR ADD B3, 1 COLOR</p>  <p>COLOR ADD S2U, 2 COLORS</p>  <p>R11/F, 3 COLORS ADV</p>  <p>S31/F, 3 COLORS ADV</p>	<p>NEW LINE</p>  <p>B11/F, 4 COLORS</p>  <p>S11/F, 4 COLORS</p>	 <p>COLOR ADD B8U, 1 COLOR</p>	 <p>COLOR ADD B3U, 1 COLOR</p>  <p>COLOR ADD B5U, 1 COLOR</p>  <p>COLOR ADD S10F, 1 COLOR</p>	 <p>COLOR ADD A1U, 1 COLOR</p>
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COLLECTION ARCHITECTURE

Dior WOMAN OPTICAL / 4 NEW STYLES & 4 COLOR ADDITION STYLES

CDIOR O
+2 STYLES (+2 AF)



B21/F,
5 COLORS

S41/F,
5 COLORS

DIORGLOW O
+2 STYLES (+2AF)

NEW LINE



B11/F,
3 COLORS

S11/F,
3 COLORS

30MONTAIGNE O
+1 CAO



SIZE ADD
S11,
2COLORS

DIORSIGNATURE O
+1 CAO



COLOR ADD
R3I,
1 COLOR

MINI CD O
+2 CAO (+2 AF)



COLOR ADD
R5/F,
2 COLORS



COLOR ADD
S8I/F,
2 COLORS

WORLDWID
F

W DIORGLOW B1I/F
CD40198I/F



01A

W DIORPACIFIC R1/F
CD40204I/F
ADV



01A

W DIORPACIFIC S3I/F
CD40205I/F
ADV



01A

W CDIOR O B2I/F
CD50129I/F



001

AMERICAS /
EMEA

W DIORGLOW O B1I
CD50127I



001

APAC /
CHINA

W DIORGLOW O S1F
CD50128F



001

COLLECTION ARCHITECTURE

Dior MAN SUN / 5 NEW STYLES & 4 COLOR ADDITION STYLES

CHRISTIAN DIOR LABEL

+2 STYLES (+1 AF)

NEW LINE



S11/F,
3 COLORS

S2U,
3 COLORS

CD DIAMOND

+2 STYLES (+2 AF)

+1 CAO (+1 AF)



COLOR ADD

S51/F,
2 COLORS



R5U/F,
3 COLORS

S11U/F,
2 COLORS
ADV

DIOR B23

+1 STYLE (+1 AF)



S41/F,
2 COLORS

DIOR BLACKSUIT

+2 CAO (+1 AF)



COLOR ADD
R7U,
1 COLOR



COLOR ADD
RI/F,
1 COLOR

CD LINK

+1 CAO



COLOR ADD
A1U,
2 COLORS

COLLECTION ARCHITECTURE

Dior MAN OPTICAL / 7 NEW STYLES & 2 COLOR ADDITION STYLES

DIORBOTANICA O
+2 STYLES (+2 AF)
+1 CAO

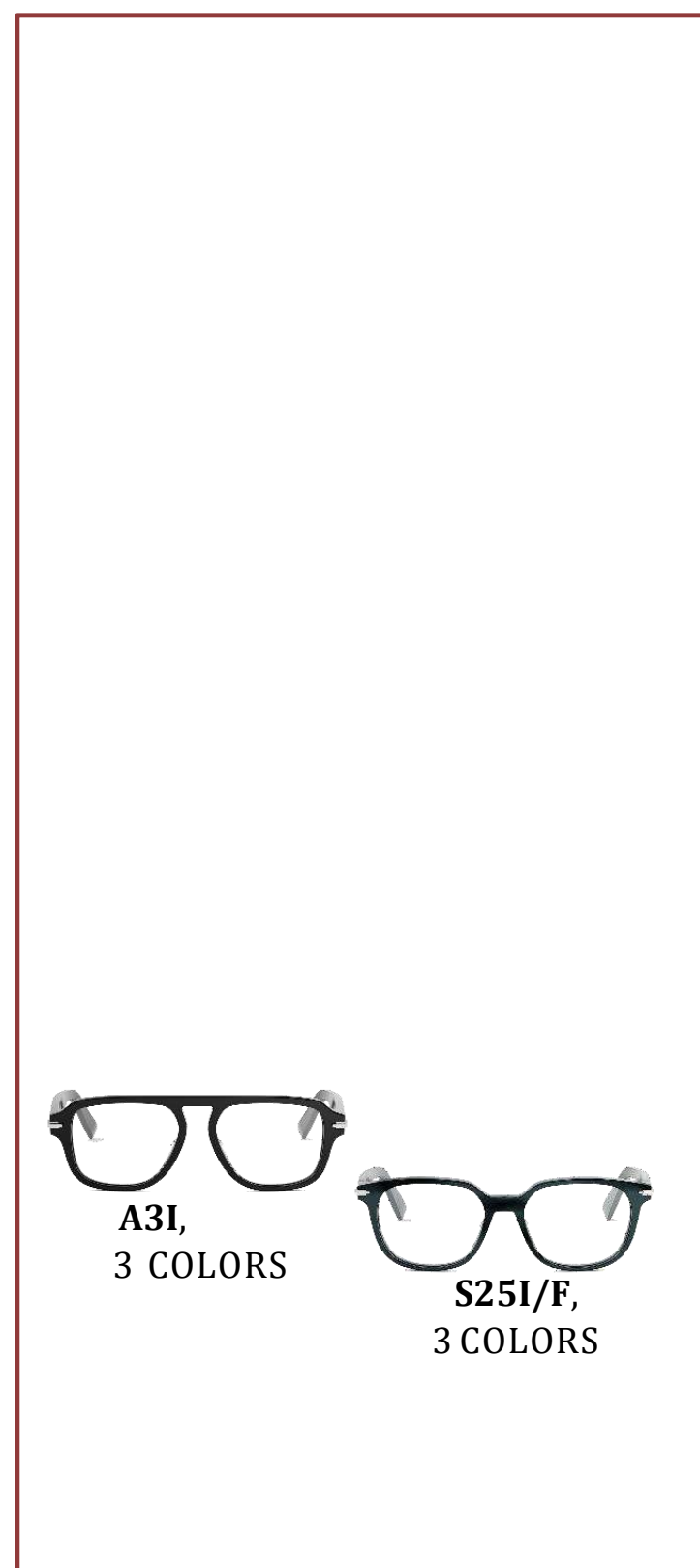


R31/F,
3 COLORS

S41/F,
3 COLORS

COLOR ADD
R11,
1 COLOR

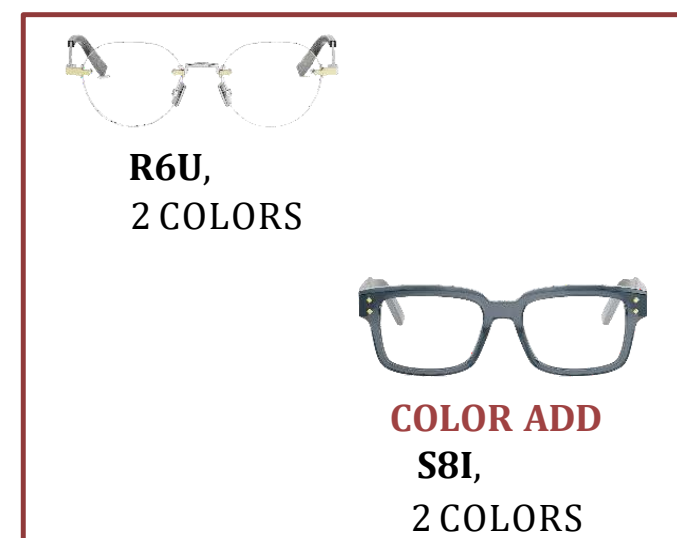
DIOR BLACKSUIT O
+2 STYLES (+1 AF)



A31,
3 COLORS

S251/F,
3 COLORS

CD DIAMOND O
+1 STYLE +1 CAO



R6U,
2 COLORS

COLOR ADD
S8I,
2 COLORS

CD ICON O
+2 STYLES



S3F,
2 COLORS

S4F,
2 COLORS

WORLDWID
F

M CHRISTIAN DIOR LABEL S11/F
DM40160I/F



01A

M CD DIAMOND S11U/F
DM40163U/F
ADV



16A

M DIORBLACKSUIT O S25I/F
DM50110I/F



001

M DIORBOTANICA O R3I/F
DM50109I/F



003

008.

APPENDIX

























RIHANNA FOR J'ADORE

PERFORMANCE

Best Sellers – WOMEN SUN

FULL YEAR 2024

TOP 5 STYLES REPRESENT 20% OF TOTAL ORDERS (WHS)

TOP SELLING STYLES	#1	#2	#3	#4	#5
GLOBAL	 DIORSIGNATURE S7F - 233 CD40140F 6%	 DIORCANNAGE S1U - 243 CD40172U 4%	 CDIOR S11 - 241 CD40149I 4%	 WILDIOR S2U - 211 CD40032U 3%	 DIORPACIFIC S1U - 223 CD40098U 3%
EMEA	 CDIOR S11 - 241 CD40149I 6%	 DIORPACIFIC B2I - 241 CD40157I 5%	 DIORPACIFIC S1U - 223 CD40098U 4%	 DIORNUIT S1I - 242 CD40168I 4%	 DIORCANNAGE S1U - 243 CD40172U 3%
AMERICAS	 WILDIOR S2U - 211 CD40032U 11%	 WILDIOR S3U - 211 CD40033U 9%	 DIORPACIFIC S1U - 223 CD40098U 3%	 CDIOR S11 - 241 CD40149I 3%	 30MONTAIGNE S8U - 233 CD40127U 3%
APAC	 DIORSIGNATURE S7F - 233 CD40140F 18%	 30MONTAIGNE S10F - 233 CD40129F 8%	 DIORPACIFIC B2F - 241 CD40157F 5%	 DIORCANNAGE S1U - 243 CD40172U 5%	 30MONTAIGNE S8U - 233 CD40127U 4%
CHINA	 DIORSIGNATURE S7F - 233 CD40140F 13%	 DIORCANNAGE S1U - 243 CD40172U 8%	 DIORCLUB M1U - 212 CD40042U 6%	 DIORCANNAGE A1U - 243 CD40165U 4%	 WILDIOR BU - 211 CD40021U 4%
BTQSELL OUT 21% OF UNITS	 DIOR PACIFIC S1U - 223 CD40098U 5%	 DIOR SIGNATURE S7F - 233 CD40140F 4%	 DIORMIDNIGHTS CD40092I - 223 4%	 DIORPACIFIC B2F - 241 CD40157F - 242 4%	 DIORSIGNATURE - 233 CD40131F 4%


























BEST SELLER BY MODEL | FOR EACH MODEL IS REPRESENTED THE BEST SELLER SKU

PERFORMANCE

Best Sellers – WOMEN OPTICAL

FULL YEAR 2024

TOP 5 STYLES REPRESENT 26% OF TOTAL ORDERS (WHS)

TOP SELLING STYLES	#1	#2	#3	#4	#5
GLOBAL	 MINI CD OS2I - 222 CD50053I 9%	 MINI CD OS1I - 222 CD50051I 6%	 MINI CD OB6I - 243 CD50113I 4%	 DIORSIGNATUREO S5I - 241 CD50102I 4%	 MINI CD OS8I - 241 CD50101I 3%
EMEA	 MINI CD OS2I - 222 CD50053I 12%	 MINI CD OS1I - 222 CD50051I 6%	 MINI CD OB6I - 243 CD50113I 5%	 MINI CD OS8I - 241 CD50101I 4%	 MINI CD OS9I - 243 CD50112I 4%
AMERICAS	 MINI CD OS1I - 222 CD50051I 6%	 DIORSPIRITO B3I - 232 CD50087I 6%	 DIORSIGNATUREO S5I - 241 CD50102I 6%	 DIORPRISMEO B1I - 242 CD50107I 5%	 LADY 95.220 B1I - 241 CD50098I 4%
APAC	 DIORSIGNATUREO S5F - 241 CD50102F 8%	 CDIORO S3F - 243 CD50116F 8%	 CDIORO S2I - 243 CD50108I 7%	 DIORMIDNIGHTO R1F - 251 CD50121F 5%	 DIORCANNAGEO S1F - 243 CD50119F 5%
CHINA	 MINI CD OS1F - 223 CD50051F 11%	 MINI CD OS1I - 222 CD50051I 9%	 MINI CD OR5F - 241 CD50100F 8%	 DIORCANNAGEO S1F - 243 CD50119F 6%	 MINI CD OS2F - 251 CD50053F 6%































BEST SELLER BY MODEL | FOR EACH MODEL IS REPRESENTED THE BEST SELLER SKU

PERFORMANCE

Best Sellers – MEN SUN

FULL YEAR 2024

TOP 5 STYLES REPRESENT 27% OF TOTAL ORDERS (WHS)

TOP SELLING STYLES	#1	#2	#3	#4	#5
GLOBAL	 DIORBLACKSUIT RI - 211 DM40010I 9%	 DIORBLACKSUIT R7U - 233 DM40111U 5%	 DIORBLACKSUIT S13I - 242 DM40136I 5%	 DIORTAG SU - 211 DM40019U 4%	 DIORB23 S2F - 221 DM40055F 4%
EMEA	 DIORBLACKSUIT RI - 211 DM40010I 12%	 DIORBLACKSUIT R7U - 233 DM40111U 7%	 CD ICON S3I - 242 DM40131I 5%	 DIORBLACKSUIT S13I - 242 DM40136I 5%	 DIORB23 S1I - 221 DM40052I 4%
AMERICAS	 DIORBLACKSUIT RI - 211 DM40010I 6%	 DIORBLACKSUIT R7U - 233 DM40111U 6%	 DIORBLACKSUIT S13I - 242 DM40136I 6%	 NEODIOR A1U - 242 DM40133U 5%	 CD ICON S3I - 242 DM40131I 5%
APAC	 DIORB23 S2F - 221 DM40055F 18%	 DIORTAG SU - 211 DM40019U 9%	 DIOR OBLIQUE S1F - 251 DM40153F 9%	 CD ICON S1F - 241 DM40122F 8%	 DIORTAG R1F - 251 DM40157F 5%
CHINA	 DIOR OBLIQUE S1F - 251 DM40153F 13%	 CD DIAMOND S3F - 223 DM40084F 9%	 DIORXTREM MU - 211 DM40016U 8%	 CD ICON S1F - 241 DM40122F 8%	 CD ICON S3F - 242 DM40131F 7%
BTQSELL OUT 41% OF UNITS	 DIORBLACKSUIT SU - 211 DM40019U 12%	 DIORB23 S2F - 221 DM40055F 9%	 DIORBLACKSUIT R7U - 233 DM40111U 7%	 DIORB23 S1I - 221 DM40052I 6%	 DIORBLACKSUIT R1 - 211 DM40010I 6%


























BEST SELLER BY MODEL | FOR EACH MODEL IS REPRESENTED THE BEST SELLER SKU

PERFORMANCE

Best Sellers – MEN OPTICALS

FULL YEAR 2024

TOP 5 STYLES REPRESENT 29% OF TOTAL ORDERS (WHS)

TOP SELLING STYLES	#1	#2	#3	#4	#5
GLOBAL	 DIORBOTANICAO R11 - 242 DM50089I 7%	 DIORBOTANICAO S11 - 242 DM50090I 7%	 DIORBLACKSUITO S3U - 211 DM50012U 6%	 DIORBOTANICAO S2I - 242 DM50091I 5%	 DIORBLACKSUITO R8U - 243 DM50095U 4%
EMEA	 DIORBOTANICAO R11 - 242 DM50089I 10%	 DIORBLACKSUITO S3U - 211 DM50012U 8%	 DIORBOTANICAO S11 - 242 DM50090I 7%	 DIORBOTANICAO S2I - 242 DM50091I 6%	 DIORBLACKSUITO R6I - 231 DM50059I 4%
AMERICAS	 DIORBOTANICAO S11 - 242 DM50090I 9%	 DIORBLACKSUITO S14I - 231 DM50058I 5%	 CD ICONO S2I - 241 DM50081I 4%	 DIORBOTANICAO R11 - 242 DM50089I 4%	 DIORBLACKSUITO S10I - 222 DM50046I 4%
APAC	 DIORBLACKSUITO R8U - 243 DM50095U 13%	 CD ICONO R1F - 242 DM50088F 11%	 DIORBOTANICAO S2F - 242 DM50091F 9%	 DIORBOTANICAO R2U - 251 DM50105U 7%	 DIORBOTANICAO S3U - 251 DM50104U 7%
CHINA	 DIORBLACKSUITO S22F - 243 DM50098F 13%	 DIORBLACKSUITO R9F - 243 DM50097F 12%	 DIORBOTANICAO S2F - 242 DM50091F 11%	 NEODIORO S6F - 243 DM50101F 9%	 NEODIORO R4F - 243 DM50102F 8%

BEST SELLER BY MODEL | FOR EACH MODEL IS REPRESENTED THE BEST SELLER SKU



THĒLIOS

LVMH Eyewear Excellence