



VM 2011  
global  
Leadership  
summit





# Andrea Dorigo

President, Luxottica Wholesale N.A.

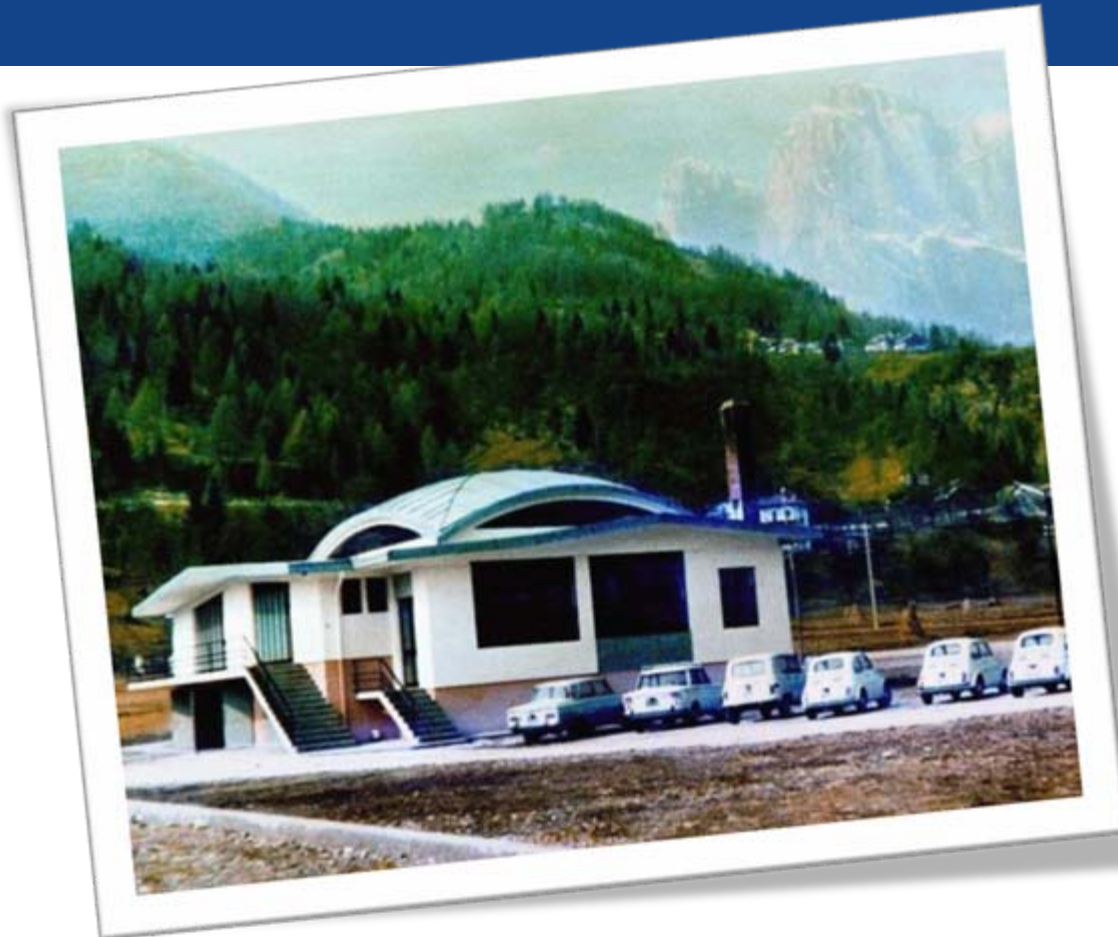


**Andrea Dorigo**  
**President**  
**Luxottica Wholesale North America**

LUXOTTICA®



# Agordo, circa 1961...



# Our characteristics...



# A world of change...



## A word of wisdom...

**“People always overestimate change in the short term and underestimate it in the long term.”**

**Bill Gates  
Founder - Microsoft**



# Customers shop on line for...

**1. CONVENIENCE**

**2. ASSORTMENT**

...

**3. PRICE**

**In times of change...**

**“What you DON’T change is just AS  
IMPORTANT as what you DO CHANGE”**



**QUALITY of SERVICE!**

**Thank you.**



LUXOTTICA®

50  
YEARS OF  
EXCELLENCE  
EXCELLENCE  
YEARS OF