



University of York
Europe Campus

Bus
Business
School

GUEST LECTURE

Case Study: Beyond Frames: How EssilorLuxottica Defines Modern Luxury



Monday, 23 March 2026

15:00-16:20 | MPR Room, 5th Floor

Speaker

Prof. Dr. Antonio Ragusa

Dean Rome Business School



Overview

Modern luxury is no longer defined by exclusivity alone, but by intelligent integration of technology, personalisation, and cultural authenticity. This open lesson explores how EssilorLuxottica is redefining luxury by merging heritage craftsmanship, med-tech expertise, and digital innovation to create connected lifestyles. The case examines how wearable technologies, immersive retail formats, and data-driven services generate scalable value while preserving the emotional equity of “Made in Italy”.



The event is mandatory for **Marketing track** students and takes place in the context of the **Retail Marketing** module led by **Mr. Chris Liassides**, Associate Professor.