

JETSET

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Jet Set Group srl is specialized in optical frames and sunglasses design and distribution.

It is the official licensee of well-known brands as **Borbonese, John Richmond, Silvian Heach La Martina, Genny and Roberta di Camerino** for Eyewear collections.

It is based and constantly updated on new technology and fashion industry trends.

The company manages the whole product cycle, combining aesthetic components and production constraints: from design to product prototyping, models selection and production.

It operates both on the Italian market through its own sales network and on the international market through an exclusive distribution system.

The company boasts a highly qualified staff with proven experience to meet market requirements. Its philosophy is to offer the customer the best in terms of know-how, professionalism and customer service.

BRANDS



HOUSE BRANDS



BORBONESE

WHEN A NAME IS SYNONYMOUS WITH BEHAVIOR



The Borbonese collection has high quality materials as photochromic lenses, ceramic fins and titanium. Leather processing and special acetates are used to recreate Borbonese iconic symbols as partridge's eye texture or screw.



Borbonese woman is determined, strong, independent and never over the line. She is not afraid of prejudice and that's where the sunglasses and optical frames collection took his inspiration.

BRANDS



JOHN R I C H M O N D

JOHN RICHMOND EYEWEAR

The John Richmond eyewear collection offers a perfect mix between the legendary creativity of the brand and the manufacturing skills of Jet Set Group company, through new stylish shapes for female and male faces.

Sunglasses and optical frames with a timeless and classic essence, reinterpreted with originality and modernity.

Sturdy styles in acetate and metal, trendy and comfortable at the same time.



John Richmond, a historic brand that became famous in the world for its collections with a rock soul, resumes the interrupted path and outlines a new plan of stylistic development and international expansion.

Rock, glamorous, iconic, evocative and immediately available.

It marks a return and heralds a Future.

In its collections, rock is felt in creative elaboration which, as in music, disorients the pre-established certainties, while evoking the extremely contemporary glamour of a new street-style.



SILVIAN HEACH

SILVIAN HEACH EYEWEAR

Jet Set Group, in agreement with the Arav Group, is pleased to present the new Silvian Heach eyewear collection, which marks the brand's stylish relaunch in the eyewear sector.

The collection is designed for dynamic, cosmopolitan women who are attentive to current trends. It targets young, active, and independent women who, while juggling work and family, do not want to compromise on their femininity, seeking a practical, versatile accessory at an accessible price point.

Silvian Heach, a renowned women's clothing brand, offers ready-to-wear collections characterized by an urban-chic style, highly appreciated by women who love bright and colorful outfits. The brand offers versatile fashion in terms of both collections and target audiences.

Its garments are easy to wear and pair, making them perfect for any occasion. The designs are clean and free from excess, offering a straightforward and no-frills approach to fashion. Silvian Heach creations are a perfect blend of tradition and modernity, thanks to the continuous stylistic research conducted by the brand's creative team.

The result is a unique and trendy fashion, designed to meet the needs of every woman.



Roberta di Camerino



The historic Roberta di Camerino brand is back today with a contemporary and captivating eyewear collection.

The skilful use of colour is the protagonist: evident but not disproportionate sticking, delicate facets, always combined with the classic and recognisable R logo, created by the sinuous movement of a belt. The designer's much-loved belt is also taken up by a revisited buckle-shaped plate.

It is the first brand to invent the red-green-blue tricolor stripe and it is here re-proposed as a detail on the temples, which is minimal but immediately recognizable.

A collection to be discovered in detail, both for the admirers of this brand that has made the history of Italian fashion in the world, and for the younger ones who approach for the first time this name that is still very current today. It embraces indeed a wide target of girls and women, with a use of color that takes its cue from the immense historical archive of the founding designer, which is still very modern today.



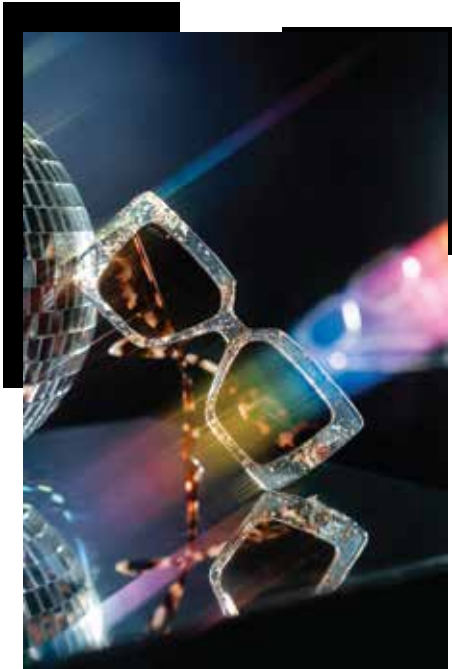
GENNY



CHARM OF A DISCRETE AND NEVER EXCENTRIC LUXURY

Genny eyewear represents a further step of the creative and stylistic course, reinforcing the brand identity and its heritage. Sunglasses and optical models are characterized by a strong stylistic content able to convey its diversified and versatile universe.

Genny eyewear collections are based on the refinement of details. The attention focused on components catches the attention to shapes with a strong and modern character; pastel colors, combined with abundant refinement, dress the models with elegance, for ever more fascinating looks.





LA MARTINA

BUENOS AIRES

La Martina is a family-run company focused on the production of technical equipment for the polo game and of a collection of clothing and accessories whose style inspiration comes from this world. Based on the same values of the sport of kings, it shares the ethical pillars: respect for the rules and the opponent, sense of honor and, above all, integrity.

STORES ALL OVER THE WORLD

La Martina starting from Buenos Aires has expanded worldwide: stores are now in London, Milan, Singapore, Dubai, Bangkok and Johannesburg. The brand's philosophy is simple: just enter a store La Martina anywhere in the world to enter the heart of the polo. It is a community, a lifestyle, a sport and a choice of style.



La Martina eyewear collection perfectly integrates with the sport-fashion style of the brand.

It is mainly aimed at the man who embraces the spirit of the brand and shares its characteristics, and at a woman who loves unisex and elegant style.

Technical materials and clean shapes but also color and British accents, always with an international appeal.





UNDERGROUND

Underground collection frames are mainly targeted to a metropolitan public affirming the identity through a nonconformist culture, music and the graphic world. It is very sensitive to the fusion between classic style and ambitious innovation.

Decisive contrasts characterize the visual communication of both frames and institutional brand.



J LINE
EYEWEAR

J LINE
EASY



J Line and J Line Easy house brands represents a basic collection which is both classical and comfortable, timeless and cheap.

HOUSE BRAND

Jet Set Group is present at the following INTERNATIONAL EXHIBITIONS



INTERNATIONAL EXHIBITIONS

JETSET

G R O U P



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