

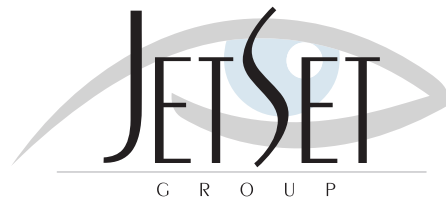
# JETSET

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

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

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

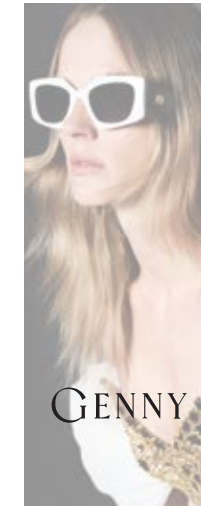
The company manages the whole product cycle, combining aesthetic components and production constraints: from design to product prototyping, models selection and production.

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

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## HOUSE BRANDS

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# BORBONESE



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.



## WHEN A NAME IS SYNONYMOUS WITH BEHAVIOR

**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.



# 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

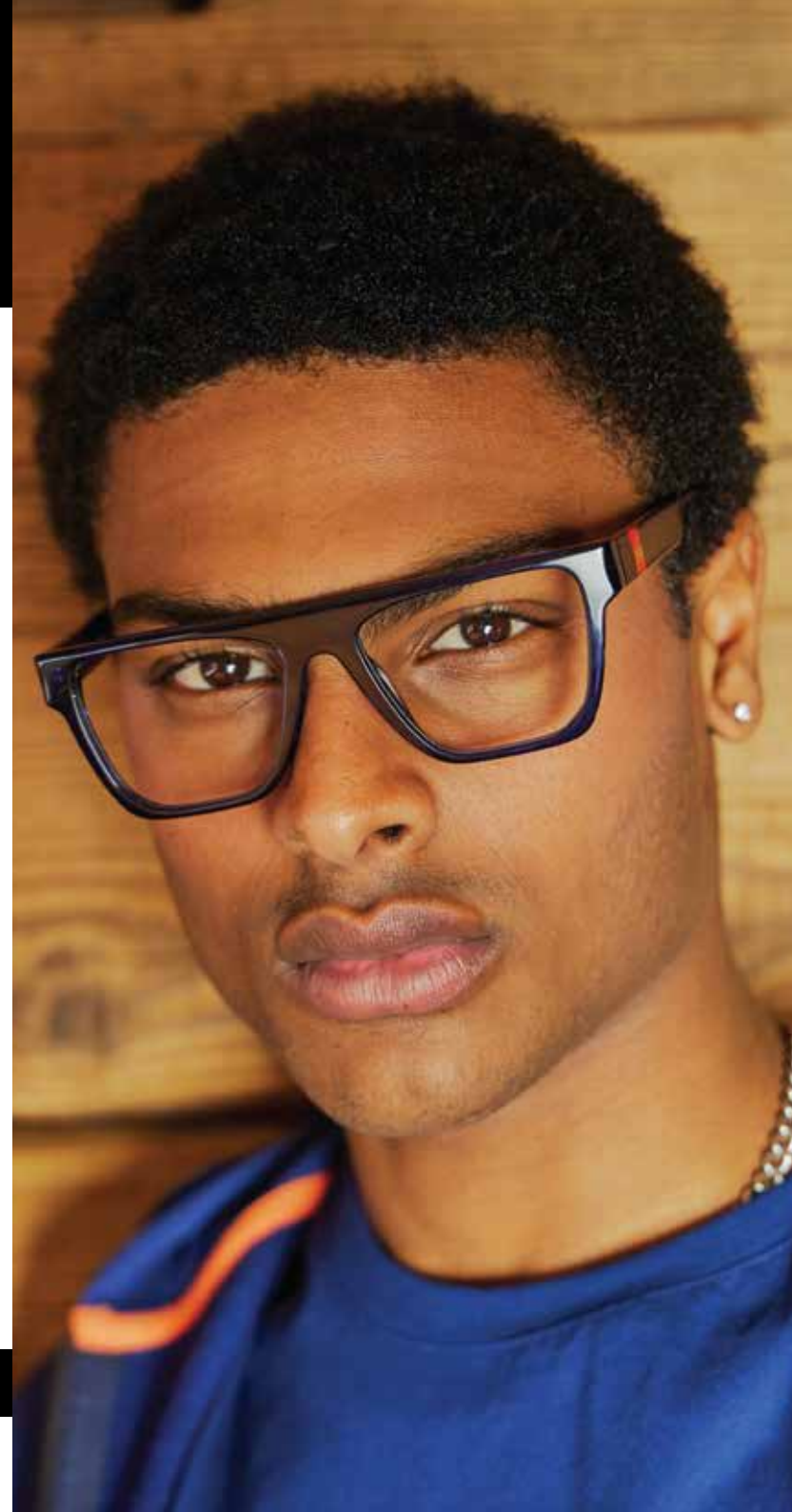
BUENOS AIRES

**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 è presente alle seguenti fiere internazionali:

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INTERNATIONAL EXHIBITIONS

# JETSET

G R O U P

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