volume II
2026

FASHION eyes



4 GENERATIONS OF CONSUMERS
UNDERSTANDING NEW BEHAVIOR IN THE OPTICAL MARKET

EYEWEAR: THE NEW PROTAGONISTS OF FASHION
TRENDS SET TO DOMINATE STOREFRONTS AND COLLECTIONS

Henrique Fogaça

THE INTENSITY OF SOMEONE WHO HAS NEVER DONE ANYTHING HALFWAY

DIGITAL EDITION

anima

EYEWEAR

UPLIFTS THE SPIRIT OF BRAZILIAN WOMEN

PHOTO: Leo Faria

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FERRATI
EYEWEAR
— SINCE 1984 —
PHOTO: Andre Salcedo

CEO Letter



Dear Fashion Eyes reader,

It is with great joy that we bring you the eleventh edition of our magazine. We are now in our ninth year since the magazine was launched, and soon we will also celebrate the fifth anniversary of Fashion Eyes Week.

As I write this letter, I am following the proceedings at Brazil's Federal Supreme Court. This moment has prompted a reflection that has come up in conversations with business owners, entrepreneurs and professionals across the country in many different ways: who has never thought about giving up on Brazil? Every day, I hear business owners say that if the political and economic situation does not change, they will leave the country.

I have to admit that I, too, have often thought about giving up on publishing another edition of the magazine. It is a significant investment that requires courage, dedication and perseverance. But I felt God speak clearly to my heart: giving up is not an option.

We are not people who give up on our country, our families, our businesses, our calling, our mission or the purpose Christ has entrusted to us. The mission I have been given is clear: keep going, persevere, move forward, and make God's greatness and goodness visible. Brazil is not a lost cause. There is still hope.

So, if there is one message I would like to leave with you in this edition, it is this: be courageous. Keep going. You have a mission and a purpose, both as entrepreneur and as member of the optical industry, and they go far beyond Brazil's political, economic or social circumstances. Persevere! Keep moving forward! Move ahead! May this edition inspire you, bring you new knowledge and, above all, remind you that it is still worth believing, building and doing our part.

God bless you all, and enjoy the magazine!

Joyci Lin
CEO | GO Eyewear

masthead

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PHOTO: GO Eyewear



PHOTO: Rag Dutra

The new ways of fashion

The pillars of essential luxury are basic, contemporary and grounded in a new perspective that makes elegance more sophisticated more sustainable and authentic.

by **COSTANZA PASCOLATO**



PHOTO: Isaque Francesconi

After decades and decades in fashion, I am still surprised to see that, to be truly current, embracing contemporary basics is the best way to maintain a sustainable sense of elegance.
It is an approach that completely redefines the way we think about the longevity of clothing, the versatility of personal style, and the ethics and common sense behind the production of everything we wear.

These are new ways of experiencing fashion.
This "design philosophy" combines a sophisticated minimalist aesthetic with a consistent sense of environmental and behavioral responsibility, showing that excess has never looked more inelegant.

The pillars of contemporary, sustainable luxury basics are:

Intentional versatility
More refined essential pieces can move effortlessly across professional settings and casual occasions and commitments, including evenings out, significantly reducing the need for extensive wardrobes filled with pieces designed for specific or occasional use.

Quality over quantity
Today's consumers prioritize excellence and the structural durability of garments over fleeting *fast fashion* trends.

Awareness of the materials used
High-end brands are turning to certified organic cotton, responsibly sourced wool and cashmere, and linen, alongside new eco-friendly biomaterials.

Circular design
Modern essential clothing is increasingly focused on constructions made from single materials, which make the eventual recycling and/or reuse of garments possible

Transparency across the supply chain
Ethical manufacturing, low-waste pattern cutting and fairer labor practices have evolved to the point of becoming essential status symbols, replacing the ostentation of prominent logos and attention-grabbing names.
I am being quite "didactic" in this text because this represents a new way of looking at what truly holds value in fashion today.

Certain pieces are fundamental elements, essential items in the wardrobe of this new sustainable elegance.

A crisp white shirt, for example, creates a clean, timeless image while pairing effortlessly with everything. A fluid pair of trousers with a comfortable yet sophisticated fit, or even a tailored blazer that structures and elevates the silhouette of casual looks, are perfect choices.
Here is a step-by-step guide to creating a basic yet luxurious wardrobe, always beginning with letting go and having a good clear-out:

01. Set aside the pieces you have not worn in more than six months, those that no longer fit or those that no longer suit your current lifestyle, and let them go by donating them or passing them on to *second-hand* stores.

02. Define a color palette by choosing two or three neutral base colors, such as black, white, beige or navy, and, if you wish, a few vibrant colors that work well together, such as olive green,
terracotta or light blue.

03. Your clothes and accessories should reflect where you spend most of your time. Consider your real lifestyle with every choice.

04. Follow the rule of versatility. Every new piece, as well as the pieces you keep, should work with at least three other items already in your wardrobe.

05. Eyewear and frames are the most important "third piece" in your look. They are among the items people notice most and, to truly work, they should balance technical precision with timeless aesthetics. This ensures they can outlast the fast cycle of trends and remain increasingly desirable as accessories.

PHOTO: Leo Faria

Important: When choosing the right eyewear, look for frames that complement the shape of your face. Here is how:

Round face: Prefer rectangular geometric frames or even cat-eye styles to create angles and elongate the appearance.

Square face: Choose rounded or oval frames to soften the features.

Oval face: This is the most versatile face shape and works well with most frame designs.



In practice, what is happening in fashion right now is a welcome cultural shift, as sophistication meets ethics.

For years, sustainable fashion was treated as an "add-on", a nice story or simply a marketing strategy.

In 2026, that "era" no longer makes sense and is officially coming to an end. Sustainability is no longer separate from style. Today's women are looking for clothing and accessories that reflect their values and their genuine aspirations for sophistication.

TREKKING AND ITS NEW OUTDOOR AESTHETIC

WHAT WAS ORIGINALLY DESIGNED FOR TRAILS, MOUNTAINS, AND OTHER OUTDOOR SPORTS HAS FOUND ITS WAY INTO CITIES, BECOMING PART OF A WARDROBE DESIGNED FOR AN INCREASINGLY ACTIVE LIFESTYLE.

EYEGLASSES PRO 8 Ho2F

BY CAMILA MARIA ALVES

PHOTO: Vitor Delfino

THE MOVEMENT HAS TAKEN ON NEW FORMS AND NEW SETTINGS. RUNNING IS NO LONGER CONFINED TO ASPHALT; TRAILS HAVE BECOME PART OF THE ROUTINE FOR THOSE SEEKING DIFFERENT EXPERIENCES, WHILE ACTIVITIES SUCH AS HIKING, TREKKING, CAMPING, AND TRAIL RUNNING HAVE FOUND A MUCH BROADER AUDIENCE.

THE LATEST REPORT FROM THE OUTDOOR INDUSTRY ASSOCIATION HIGHLIGHTS THIS EXPANSION: IN 2024, 63.4 MILLION AMERICANS WENT HIKING, THE HIGHEST NUMBER EVER RECORDED BY THE ORGANIZATION. TRAIL RUNNING IS ALSO CONTINUING TO GROW, WITH 17.2 MILLION PARTICIPANTS IN 2025, A 6.6% INCREASE IN JUST ONE YEAR.

EYEGLASSES
SPEEDER 41 H13P

trend alert!



ÓCULOS
FREERIDE 33 E13P

SPEEDO EYEWEAR



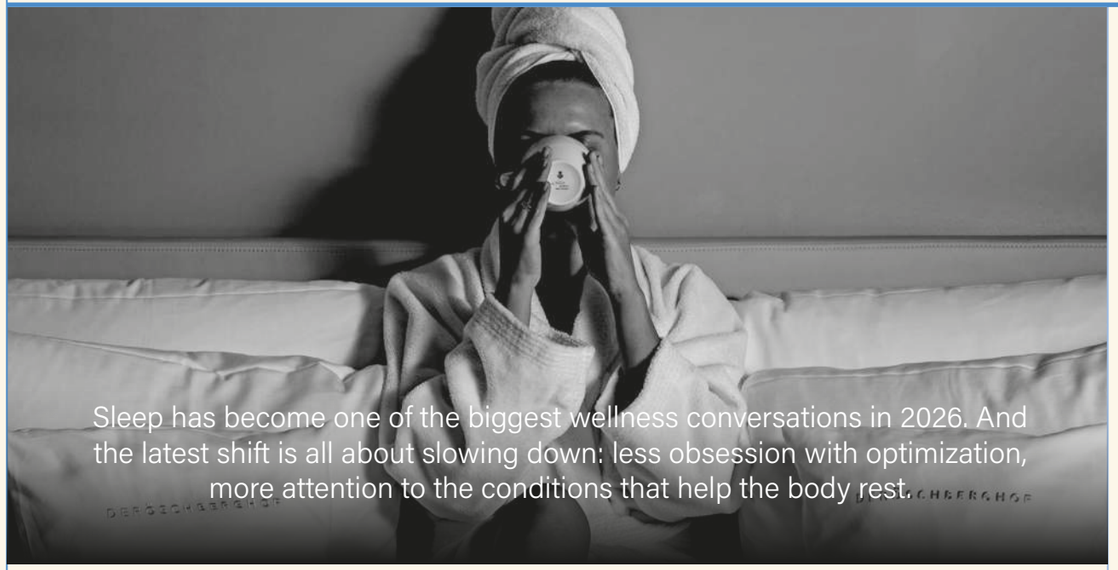






Ana Hickmann
eyewear
Since 2002

PHOTO: Leo Faria



Sleep has become one of the biggest wellness conversations in 2026. And the latest shift is all about slowing down: less obsession with optimization, more attention to the conditions that help the body rest.

After sleepmaxxing, a movement that turned sleep into a kind of performance project, the Global Wellness Institute has identified a new direction: simplicity. Fewer metrics, gadgets, and supplements. More attention to light, temperature, environment, and the minutes leading up to bedtime.

The idea also appears in the concept of sleep by design, which considers the bedroom as part of the resting experience. And it makes sense: in a routine filled with stimuli, creating a transition between day and night can make a difference.

The recommendation of seven or more hours of regular sleep for adults remains a benchmark. But quality also involves consistency, environment, and habits.

5 simple changes to sleep better

01. **Dim the lights:** At night, dim the lights and screen brightness. Light influences the circadian rhythm andand helps the body understand that it is time to slow down. For those who still use devices, lenses with anti-reflective treatment can increase visual comfort.

02. **Prepare your bedroom:** A cool, dark, quiet, and comfortable environment helps prepare the body for sleep. This is the essence of sleep by design: eliminating stimuli that don't need to be there.

03. **Create a ritual:** A shower, skincare, reading, music, or a few minutes of silence. Small, repeated habits help signal that the day is coming to an end.

04. **Leave the world for tomorrow:** Messages, news, and stimulating content can keep the brain on alert. If it can wait, leave it for the next day.

05. **Stop giving your sleep a score:** Watches and apps can help identify patterns, but they don't need to turn every night into a goal. Use the data to understand your sleep, not to evaluate it. A good night's sleep doesn't end when you wake up. **It stays with you through everything that comes after.**

by **CAMILA MARIA ALVES**

PHOTO: Unsplash

If your sleep were a trend, would you be in style?



PHOTO: Divulgação



A multi-generational market

In a market shaped by different generations, perspectives, and opinions, understanding the consumer requires more than simply knowing their age.

by **CAMILA MARIA ALVES**

FOTO: imagem gerada por inteligência artificial

“Today, four generations work side by side on an unprecedented scale.”

This observation from PwC, in an analysis published in July 2026 on generational diversity, helps put into perspective a change that goes far beyond the workplace. Baby Boomers, Generation X, Millennials, and Generation Z are simultaneously consuming, working, influencing decisions, and living together within the same families. Generation Alpha, in turn, is already beginning to participate in purchasing decisions long before having an income of their own. The question, therefore, is no longer simply about understanding each generation separately. It is about understanding what happens when all of them occupy the same market.

And perhaps the most interesting part lies precisely there: generations do not live in separate compartments. They influence one another, exchange references, disagree, recommend, influence, and buy for each other. A reference that emerges among younger people can quickly reach other age groups. A habit that once seemed to belong to one generation can be adopted by another. The internet has accelerated this crossover permanently, placing everyone in front of an amount of information that no previous generation experienced on such a scale.

McKinsey & Company, the global management and strategy consultancy that tracks markets, companies, and consumer behavior across different countries, has been documenting this transformation in its most recent research. In the State of the Consumer 2026, a study conducted with consumers in Brazil, France, Germany, the United Kingdom, and the United States, the consultancy identifies four major movements reshaping consumption: the new influence of technology on discovery and purchasing, the growing pursuit of health and well-being, the value placed on experiences, and a consumer increasingly attentive to how they manage their resources.

When we look specifically at generations, a revealing contradiction emerges. Social media is already the main discovery and purchasing channel for Generation Z.

Generation Z

Twenty-eight percent of the young people surveyed by McKinsey said they discovered new brands in physical stores, while 23% cited social media. At the time of purchase, however, the influence of social media increases: 34% of Gen Z say it plays an important role in their decision, compared with 16% of Baby Boomers. Even so, younger consumers show less trust in social media and artificial intelligence than older consumers demonstrate toward various sources of research.

It is a small irony of our time: **the more information we have, the more we need to choose whom to believe.**

The internet has not only multiplied the possibilities for discovery. It has placed different opinions in front of the same consumer, practically at the same time. A campaign can spark desire and, minutes later, be commented on, analyzed, compared, or questioned. A trend
can emerge in one country and reach another already accompanied by new interpretations. A product can be presented by the brand, reinterpreted by a content creator, evaluated by consumers, and finally experienced in person. What was once a much more linear form of communication has become an ongoing conversation.

This also explains why major brands have begun building such different presences without necessarily changing who they are.

For a long time, particularly in fashion, a strong image could carry an entire campaign. There was something powerful about that economy of words: a photograph, a collection, a model, a setting, and an art direction were enough to create desire. Today, that image still carries strength, but it now coexists with everything happening around it. The same brand can create a sophisticated campaign in a magazine, develop a story further in a newsletter, showcase its creative process on Instagram, turn a fashion show into a cultural event, and, on TikTok, reveal a more spontaneous side of its own personality.

It is not simply a matter of being present on every channel. It is about allowing different people to discover the same brand through different paths.

An image can spark interest. A video can show what did not fit into the campaign. A newsletter can deepen a story. A fashion show can create cultural references. Behind-the-scenes content can bring people closer. A conversation with a store team can ultimately turn all of this into a choice.

Communication is no longer a message sent out by the brand; it has become a set of opportunities for consumers to build their own relationship with it.

And this is especially relevant when we look at Brazilian consumer behavior. McKinsey's latest research on the country shows a consumer who is more careful with spending, more attentive to price and value, but not necessarily less willing to desire. The study points to an interesting combination: while people are looking to save in certain categories, their willingness to spend is growing in others related to apparel, beauty, personal care, and footwear. Rather than simply cutting consumption, Brazilians seem to be making more selective choices about what deserves the money they have available.

This behavior helps explain an important characteristic of the current moment: **desire has not disappeared; it now needs a reason.**

Generation Z offers a particularly interesting portrait of this movement. Deloitte, one of the world's largest professional services organizations, surveyed nearly 23,000 people across 44 countries for its 2026 study on Gen Z and Millennials, including 804 Brazilians. In Brazil, 45% of Gen Z and 36% of Millennials said they had postponed important decisions due to economic uncertainty. At the same time, stability, skills development, and well-being are becoming increasingly important to these generations.

In other words, it is difficult today to sustain the image of a generation driven solely by novelty. There is desire, but also calculation. There is curiosity, but also skepticism. There is a willingness to experiment, but also a very concrete concern about what is actually worth it.

This also applies to older generations. The market is not simply becoming younger because new generations have gained space. It is becoming more complex because previous generations remain present. And Brazil's increasing longevity makes this issue even more important. Consumers over 60 can no longer be treated as a homogeneous group, disconnected from cultural and digital transformations. They also choose, research, experiment, influence, and are influenced.

Perhaps this is where the old idea of an average consumer begins to fall short of reality.

Age remains important information, but increasingly explains less on its own. What also matters is one's stage of life, cultural references, level of information, relationship with a particular category, trust



PHOTO: AI-modified

in the brand, and the context in which the choice takes place.

For optical retail, this takes on a particularly interesting dimension because eyewear occupies several territories at once. It can respond to a visual need while also participating in the construction of an image. It can be chosen for its technology, comfort, protection, design, or simply because it expresses a personality. It can be a practical purchase or a highly meaningful choice.

It is precisely at this intersection that GO Eyewear finds a natural connection with the discussion. **Kids, Teen, Women's, and Men's** span different stages of life and different relationships with the product. More than catalog divisions, they are worlds that allow the brand to connect with different ages, styles, needs, and cultural references within a single identity.

This also changes the way we think about the point of sale.

A brand does not need to create a completely different language for every generation. It needs to be able to present the same universe in different ways. A product can gain strength through its aesthetics in a campaign, be understood through technical information, take on a different meaning in fashion content, and finally find its most tangible expression in front of a store mirror.

The team also takes on a different role. Knowing the product is not enough; it is necessary to understand that not every consumer starts from the same place. Some want to discover, some have already researched everything, and others are still trying to understand what they are looking for. Some respond first to imagery, while others need information first. Some want to talk, while others prefer to observe.

This difference does not call for four stores, four brands, or four different narratives. It calls for a brand that is clear enough to remain recognizable while finding different ways to present itself.

This is something major fashion and luxury brands have been doing for some time. The campaign remains important, but it is no longer the only place where brand identity exists. It can appear in a photograph, an interview, a fashion show, a newsletter, a behind-the-scenes video, or a conversation on social media. Each format adds a layer without requiring the essence to change.



PHOTO: Vitor Delfino

Consumers, in turn, have also learned to make their own selection.

And perhaps this is one of the biggest transformations in today's market:

Brands are competing not only for money, but also for attention, trust, and relevance.

In an environment saturated with images, opinions, and stimuli, being seen no longer guarantees being remembered. Being remembered does not guarantee being chosen either. Between one thing and the other lies an enormous number of small decisions that take place even before the purchase.

That is why the discussion about generations should not end with a list of characteristics of Baby Boomers, Gen X, Millennials, and Gen Z. What matters is understanding what happens when they begin sharing references, spaces, brands, and decisions.

GO Eyewear is part of this transformation in a particularly tangible way. Kids, Teen, Women's, and Men's allow the brand to move through different moments in life without turning each one into an isolated universe. The challenge is to make this breadth perceived not as dispersion, but as a more contemporary way of building a brand.

Because the market no longer works as a sequence of generations replacing one another. **They are all here at the same time.**

And, for the first time, they are also participating in one another's worlds: influencing choices, sharing references, introducing new perspectives, and redefining what they consider interesting, necessary, or desirable.

Perhaps this is the most important point for retail from now on. The goal is not to discover which generation is standing in front of the brand, but to understand **which person is standing in front of it, where they are in life, what references they carry, and what they expect.**

Four generations can look at the same shop window.

What changes is what each one sees.



PHOTO: AI-modified

BULGET
OCCHIALI
SINCE 2003

PHOTO: Danylo Vasconcellos

Design is Art

From architecture to furniture, from objects to accessories, design moves across different worlds to create pieces that go far beyond function.

by **CAMILA MARIA ALVES**

PHOTO: GO Eyewear

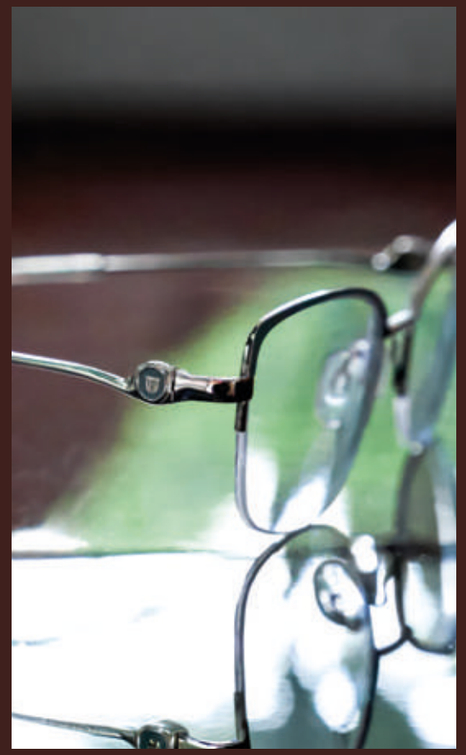
There is an idea of design that does not belong to a single category.

It can be found in a chair, in the curve of a lamp, in the structure of a wallet, in the shape of a cap, in the detail of a keychain, and also in a pair of glasses.

Because before becoming a product, every object begins with a choice. A proportion, a line, a material, a texture, a curve. Elements that belong to the same visual language and can appear in architecture, furniture, fashion, and accessories alike.

It is a natural exchange. Someone designing a piece of furniture considers volume, structure, material, and ergonomics. The same applies to accessories. What changes is the scale, the function, and the way the object interacts with the body.





At BULGET OCCHIALI, we find this same perspective.

The frames gain personality through elements that we also recognize in design: carefully crafted curves, transparency, volume, material contrasts, and details that allow each choice to take center stage.

Acetate is no longer simply a raw material; it becomes a way of creating volume. Transparency adds depth and lightness. A curved temple can function almost like an architectural line. And proportion can transform an apparently simple structure into an object with presence.

This is where eyewear becomes more than an accessory.

It becomes part of the same conversation surrounding everything we choose to live with, wear, and observe.

Design is about transforming function into form, material into expression, and an everyday object into something that captures the eye.



Eyewear: the new protagonists of fashion

Eyewear is experiencing one of its strongest moments, driven by innovation, design and consumers who see glasses as a key element of style.
The trends for 2026 reveal an increasingly diverse industry. There is room for bold statement frames and almost invisible styles, for retro references and futuristic propositions, for the luxury of details and the practicality of versatile solutions. What they all have in common is the pursuit of pieces that combine personality, comfort and design. Here are the movements set to dominate storefronts and collections in the coming season.

byr **JOANA NOYA, BRUNA TASATO E JULIANA TAVARES**

PHOTO: Barbara Haddad

Maxi Fashionista



Oversized styles return in 2026 with generous proportions and a more refined approach. Architectural lines, sculptural acetates and lighter constructions make maxi frames more sophisticated and easier to wear in everyday life. In addition to enhanced sun protection, they instantly transform any look, bringing back the glamour of style icons from the 1970s and 2000s in a contemporary interpretation.

01 JEAN MARCELL
JM5074 A01

02 ATITUDE EYEWEAR
AT8253 G02

03 ANA HICKMANN EYEWEAR
NINA 14 G03

01

HICKMANN EYEWEAR
ACACIA 15 R02



02

ATITUDE EYEWEAR
AT1740 01A



Oval obsession



03

ANIMA EYEWEAR
SOU EPICA G01

Oval shapes remain among the season's favorites. Inspired by the minimalism of the 1990s, they appear in versions ranging from slim frames to more striking sunglasses. Their soft lines add personality without weighing down the look, balancing elegance and attitude.



04



05



06

The Aviator Club

Few styles have crossed as many decades as the aviator. This season, it gains new proportions, materials and finishes without losing the identity that made it a classic. An update that keeps the shape among the major protagonists of eyewear.

04 BULGET OCHIALI
BG8143M G21

05 FERRATI EYEWEAR
FE6073 T12

06 EVOKE
SHELBY 06T 09B

PHOTO: Rodrigo Bittencourt

The Art of Collage

Collage techniques take center stage by creating combinations of colors, contrasts and visual depth. The result is eyewear full of personality that highlights original design and reinforces the search for unique, contemporary pieces.



01
HICKMANN EYEWEAR
CAMELIA 7 A01



02
ANA HICKMANN EYEWEAR
MARI 14 G02



03
BULGET OCCHIALI
BG6459 E02



04
ATITUDE EYEWEAR
AT2180M 06B

Invisible lightness



05
BULGET OCCHIALI
BG2193MT 04A



06
SPEEDO EYEWEAR
SP2015 02B

Rimless styles return to the spotlight by embracing structures reduced to the essential. The result is a lightweight look that highlights the lenses and creates the impression that they are floating on the face. A minimalist aesthetic that turns technology, precision and comfort into discreet protagonists.



01
EVOKE
EVK RX12S 04A

02
ATITUDE EYEWEAR
AT8286 09A

03
ANIMA EYEWEAR
SOU ESPLENDIDA 04BT

90's fever

Slim eyewear remains a reference for understated elegance. Inspired by the minimalist aesthetic of the 1990s, these styles feature delicate profiles and clean lines to create a sophisticated look without excess. A revisited classic that combines personality and versatility.



04
BULGET OCCHIALI
BG7233 A01

05
HICKMANN EYEWEAR
DALIA 2 L02

06
EVOKE
FOR YOU DX189 A02

Bold elegance

Bold frames evolve toward a more sophisticated aesthetic. Volume remains in the spotlight, now combined with precise lines, elegant finishes and balanced proportions. Substantial acetates and sculptural shapes turn eyewear into the focal point of the look.

PHOTO: Rodrigo Bittencourt



01

EVOKE
CLIP ON VIP G21P

02

SPEEDO EYEWEAR
SP1431C 02CP

03

JEAN MARCELL
JM1075C 09A

Double style

Clip-ons keep pace with an increasingly practical approach to fashion. With discreet fittings and sophisticated design, they combine two styles in a single frame and easily adapt to different moments throughout the day. More possibilities for wear, without compromising aesthetics.

The charm of cosmetic lenses

Colored lenses go beyond protection and take on an important role in the overall look. Soft shades of amber, pink, green and blue add personality without completely concealing the eyes. Inspired by the 1990s and 2000s, the trend returns in lighter, more sophisticated versions, turning lenses into a styling element.



04 EVOKE
FOR YOU DX172S E02

05 ATITUDE EYEWEAR
AT8279 H01

06 HICKMANN EYEWEAR
GIRASSOL 5 07A

trend guide

In children's eyewear, creativity is the keyword. Vibrant colors, transparencies, unexpected geometries and playful details turn each frame into a piece full of personality. A playful universe that translates lightness, comfort and plenty of imagination.

Fun in the Details



01

02

03

04

01 ATITUDE EYEWEAR
ATK1013M 02C

02 ATITUDE EYEWEAR
ATK7023 D03

03 SPEEDO EYEWEAR
SPK6018 D11

04 JOLIE EYEWEAR
JO6163 L03

PHOTO: Rodrigo Bittencourt



Going further to stay closer

Operating across four states and built on a history of innovation and close customer relationships, Óticas Riveliny has established itself as one of the leading optical retail networks in Brazil's Northeast. More than simply expanding its presence, the company has invested in infrastructure, technology and customer experience. Founder José Rivaldo de Sousa shares lessons from more than four decades in the optical industry, his approach to management and the principles behind sustainable growth that remains closely connected to consumer needs.

by **JOANA NOYA**

Over more than four decades, the company has expanded into four states and built a large-scale operation. Which decisions were most important in achieving this growth sustainably?
Over the years, we have sought to grow consistently, keeping pace with the evolution of the optical market and continuously investing in the company. Our expansion happened gradually, driven by our team's dedication, our constant pursuit of innovation and the trust we have earned from our customers. Today, we operate in Piauí, Maranhão, Ceará and Pernambuco, and we also have one of the largest optical laboratories in the Northeast. This structure allows us to offer greater speed, quality and reliability throughout our processes.



Few companies manage to remain relevant and continue growing for more than 40 years. In your view, what have been the pillars supporting the network throughout this journey?
I believe persistence, discipline and a commitment to people have been the pillars supporting our journey. We have faced many challenges over these more than 40 years, but we have never lost sight of our purpose: to build a solid company grounded in ethics, honesty and excellence in customer service. These values continue to guide our decisions and the relationships we build with customers, employees and partners.

Technology has always played an important role in the evolution of the optical industry. How does Óticas Riveliny balance tradition and innovation to remain competitive in a constantly changing market?
Innovation has always been part of the way we work. We continuously invest in technology for our optical laboratory, expanding our production capacity while ensuring greater precision and quality in the services we provide. We also seek to develop innovative projects, such as our Mobile Store, which brought optical services to different cities across Brazil's North and Northeast and became a reference in the industry.

GO Eyewear brands are part of Óticas Riveliny portfolio. What do you look for in a partnership, and which attributes are essential for a brand to add value both to the business and to the end consumer?
A good partnership goes far beyond having good products. It needs to be built on trust, credibility, commitment and a long-term vision. When we choose a brand for our portfolio, we look for quality, design, innovation and, above all, value for the consumer. We have been partners with GO Eyewear for more than 20 years and have always felt very well supported. For us, a strategic supplier is one that understands the reality of retail and grows alongside its customers. This relationship of trust strengthens the entire chain, from the industry to the end consumer.

Brazil's Northeast has very distinctive cultural and economic characteristics. Does having a deep understanding of the region's consumers influence the company's decisions, from product selection to the customer experience in stores? How?
Understanding consumers in the Northeast is essential to our decision-making. We seek to understand the characteristics of each market in order to develop a product mix that balances quality, design, comfort and affordability. This proximity also shapes our approach to customer service, which prioritizes trust, hospitality and guidance. Consumers in the region are increasingly informed and demanding, but they continue to value credibility and close relationships, characteristics that are at the heart of Óticas Riveliny.

What message would you give to business owners who want to build solid companies that are prepared for future generations?
Building a solid business requires a long-term vision, discipline and the ability to adapt, but above all, clearly defined values. The market is constantly changing, but trust remains one of a company's greatest assets. I also believe in the importance of developing new leaders and sharing knowledge to ensure the continuity of the business. In the end, a solid company is one that grows without compromising its principles and continues to make a difference in people's lives.

In the blink of an eye

IN A YEAR, EVERYTHING CHANGES. THE LIGHT, THE COLORS, THE SETTINGS AND THE TRENDS. WHAT REMAINS IS THE POWER OF EYEWEAR TO EXPRESS PERSONALITY AND TURN EACH SEASON INTO A NEW STORY.

by JOANA NOYA
photo RODRIGO BITTENCOURT

EYEGLASSES
HICKMANN EYEWEAR
CAMELIA 8 R21

↓

JACKET, HAT, ACCESSORIES AND LEGGING
ACERVO
BLOUSE ACERVO

EYEGLASSES
ATITUDE EYEWEAR
AT7277 D02

BELT AND BLOUSE ACERVO
BLOUSES TIG
BOOTS MARIOTTA

EYEGLASSES
ANA HICKMANN EYEWEAR
ANA 17 G02

BODY **ANSELMI**
SHORTS FARM BY **VITRINE LAMAR**
SHOES **MARIOTTA**

EYEGLASSES
ATITUDE EYEWEAR
AT6323I G03

↓

BLOUSE AND SCARF **ACERVO**
BRINCOS **VITRINE LAMAR**

EYEGLASSES
HICKMANN EYEWEAR
LAVANDA 11 05A

↓

JACKET AND HAT
ACERVO
BLOUSE **ACERVO**

EYEGLASSES EVOKE
AMPLIFIER GOGGLE
E01S

MODEL
MARJORIE MARCELLE
STYLIST
MELISSA JANSON
STYLIST ASSISTANT
LETÍCIA LARO
BEAUTY
OTÁVIO ALMEIDA
PHOTOGRAPHY
RODRIGO BITTENCOURT
PHOTOGRAPHY ASSISTANT
VITOR DELFINO, ERIC CÂNDIDO E JADE BERNARDO

BODY **ANSELMI**
SHORTS FARM BY **VITRINE LAMAR**
SHOES **MARIOTTA**
ANKLET AND NECKLACE **ACERVO**

ÓCULOS
ATITUDE EYEWEAR
AT8258 05A

Jean Marcell
since 1978

PHOTO: Luís Dora

The intensity of someone who has never done anything halfway

Henrique Fogaça has built restaurants, companies and one of the country's most distinctive public images. But for him, no signature means more than the consistency between who you are and what you choose to build.

by **JOANA NOYA** photos **VITOR DELFINO**



Even before he says a word, Henrique Fogaça already communicates who he is. His strong image, tattoos, eyewear and presence have helped make him one of the most recognizable figures in the country. But reducing his journey to aesthetics would be a mistake.
Long before television, Fogaça was already learning how to build his own path without a ready-made formula. He became an entrepreneur before mastering management, made mistakes before finding the right answers, and discovered that keeping a business alive requires much more than simply knowing how to cook.
Today, at the helm of restaurants, different businesses and with a career that spans gastronomy, television and music, he sees his name as an asset built over time. It is no coincidence that, throughout our conversation, one word keeps coming up, in different forms: consistency.
That is where we began.

Many entrepreneurs spend years studying and waiting for the right moment to start. Your journey seems to show the opposite: you started and learned along the way. At some point, did not having a "manual" become an advantage?
"There is a kind of learning that only comes when you put yourself on the line. Not having a 'manual' forced me to develop resilience, adaptability and the ability to make decisions quickly. That is what entrepreneurship is about: there is no ready-made recipe."

Fogaça often says that he learned by doing. Not only in the kitchen, but in business as well. At some point, he realized that cooking well was no longer enough to sustain the projects he envisioned.
"A restaurant does not survive simply because the food is good. You need to understand management, people, costs, cash flow, negotiation and strategy."



"Building a brand takes years. Losing people's trust can happen very quickly"

HENRIQUE FOGAÇA, CHEF



The chef says the mistakes he made early in his career were essential in shaping the way he leads today.
"The mistakes I made were part of building the businessman I became. I would not change that path."

Over time, another important achievement followed. Without planning it, Henrique Fogaça stopped managing just companies. He also began managing his own reputation.
"My name is a brand that has been built over many years, and it needs to represent what I truly believe in." This awareness changed the way he chooses projects. "I have turned down opportunities that could have been financially attractive but had no connection to who I am. Money is important, but credibility is worth much more."

Rather than simply thinking about the next business, he says he thinks about the longevity of what he builds.
"I want to create companies and projects that remain relevant, that have a positive impact and that can exist independently of my presence."

First impressions do not always reflect reality. Henrique Fogaça knows this better than anyone. Your image often enters the room before your voice does. It has opened doors for you, but it must have closed some as well. At any point, did the strength of your image work against you?
"A lot of people form an idea about me before they even meet me. Because of my appearance, tattoos or the way I carry myself on television, some people assume I am tougher than I really am."
Over the years, that perception has changed. "People began to realize that I am demanding, but also very transparent, loyal and committed."
Perhaps because his image was never created as a character.

Looking back, Fogaça believes his identity was shaped by the repetition of choices he made throughout his life, rather than by a positioning strategy.
"My journey was built through hard work, truth, discipline and consistency. This identity came from having the courage to embrace who I am, both inside and outside the kitchen."

"The secret to staying relevant is evolving without losing your identity."

HENRIQUE FOGAÇA, CHEF





If business taught Henrique Fogaça how to make decisions, fatherhood taught him how to let go of the need for control. Father of three children, Olívia, João and Maria Letícia, each of different ages, personalities and stories, he believes there is no single way to embrace fatherhood.
"The essence is the same, but the way I relate to each of them changes. Each child has different needs, and that requires a different kind of listening."

When he talks about family, the businessman makes room for the man behind the public image.
"Fatherhood makes you understand that not everything is under your control and that there is not always an immediate solution to every problem."

When asked which of the two paths had taught him more through mistakes, his answer came without hesitation.
"Fatherhood carries a different weight. In business, you can correct a strategy. In your relationship with your children, the impact of your actions is much deeper."

Perhaps that is precisely why he makes a point of distinguishing success from legacy.
Companies can grow. Brands can become stronger. But some of the most important things we build happen far from the spotlight.

Signing a product is different from simply putting a name on it. Over nearly two decades of partnership with Evoke, Henrique Fogaça has created different eyewear models with the brand, but says they have all been guided by the same principle: it only makes sense to put your name behind something you believe in.
"I need to believe in the project, be involved in the process and feel that it represents who I am."

That consistency is precisely what explains the longevity of the partnership. In a market accustomed to constant novelty, Fogaça believes staying relevant does not mean constantly changing, but evolving without losing your essence.
"The secret to staying relevant is evolving without losing your identity."
In this context, eyewear becomes more than an accessory. For Fogaça, it is part of the way he presents himself to the world. Just like his tattoos or the way he dresses, his glasses help communicate an identity that was built long before he ever put his name on a product.
The conversation ends exactly where it began: with identity.

If, many years from now, someone were to sum up Henrique Fogaça in a single word, what would you want that word to be?
"Intensity. I think that word captures the way I have chosen to live. I have always thrown myself fully into everything I do, whether it is gastronomy, music, entrepreneurship or my personal life. I have never been someone who does things halfway. That intensity also means dedication, discipline and courage. It is what drives me to keep creating, learning and seeking new challenges."

Brazil to put on your radar

FIVE EXPERIENCES FOR DISCOVERING THE COUNTRY IN A DIFFERENT WAY

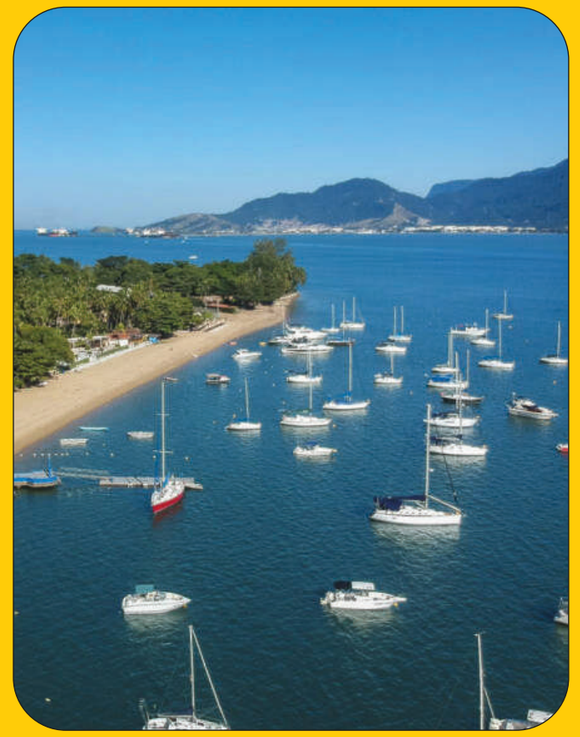
One of the joys of living in a country as vast as Brazil is knowing that an entire lifetime would probably not be enough to experience it all.

And perhaps that is one of the best things about it. Not every discovery has to be a major trip. Sometimes, it can be found in a city we have already visited, on a road we have never taken or in an experience that had never made it onto our itinerary.

For this guide, we selected five different ideas to put on your radar. Some can be done over a weekend. Others are worth an entire trip. They all have one thing in common: they reveal a Brazil that is worth discovering.

by CAMILA MARIA ALVES

PHOTO: Unsplash



Sleep on board in Ilhabela, SP

Swapping a hotel for a night at sea is a different way to experience São Paulo coast. In Ilhabela, there are overnight options aboard boats equipped to host guests throughout the experience.

Take a ride on a historic train

In different regions of Brazil, it is still possible to travel aboard historic and tourist trains. The appeal is making the journey itself part of the experience: the window views, the landscapes, the small towns and a pace that has no room for rushing.



PHOTO: Divulgação

Spend a weekend in Paraty, RJ

History, Atlantic Forest, gastronomy and small beaches. Paraty is perfect for those looking for a short getaway with that satisfying feeling of having truly stepped away from the routine





Take a road trip through Serra Catarinense

Winding roads, mountains, small towns, wine, chilly weather and stunning landscapes. The Serra do Rio do Rastro is one of those places where the journey deserves just as much attention as the destination.

PHOTOS: Divulgação

Float in Bonito, MS

Here, you do not simply observe nature. You become part of it. During floating tours along the region's crystal-clear rivers, the current carries you along as fish and underwater vegetation appear just beneath the surface.

PHOTO: Jonatas Ribeiro



PHOTO: Rafael Censi

EVOKE × PB



PHOTO: Divulgação

Style Squad

STYLE IS WHAT YOU MAKE IT. WE CHOSE TWO HICKMANN EYEWEAR FRAMES AND INVITED DIFFERENT WOMEN TO SHOW HOW THE SAME FRAME CAN TELL COMPLETELY DIFFERENT STORIES.

by **JOANA NOYA AND JADE BERNARDO**

Style Squad



@tenka_sato



@taynaleiti

COOL GIRL



@manu.werneck



Magnolia 1

@gabrielahaje

PHOTOS: Reproduction/Instagram



@larybon



@vitoriabeato

HI90039



@raissaprado_



@isabelhickmann

Style Squad

PHOTO: Reproduction/Instagram



The future is in the look

Technology, prevention, and personalization are transforming ophthalmology. In this interview, Dr. Patricia Kakizaki reveals the latest developments in caring for vision at every stage of life.

by PATRÍCIA KAKIZAKI



When we talk about the latest developments in eye health, which technologies or treatments are currently most changing the way people relate to their own vision?
I believe we are experiencing a major transformation in ophthalmology. Today, we are not only thinking about restoring lost vision, but primarily about preserving and preventing vision loss. Technology has brought us much more precise treatments and surgeries. OCT, for example, allows us to see the layers of the retina in detail in detail, which was previouslywas previously impossible, helping with early diagnosis and the monitoring of diseases. We have also made significant advances in cataract treatment with lenses that can provide greater independence from glasses, and in retinal diseases, with intravitreal injections that can preserve vision for many years. This concern also begins earlier and earlier, including in childhood, with strategies to control the progression of myopia. Perhaps this is the greatest evolution: ophthalmology is becoming increasingly preventive. We don't need to wait until we lose our vision to start taking care of our eyes.

The intraocular lenses used in cataract surgery have evolved, and some can reduce dependence on glasses. For those reaching this stage of life, what has changed and what possibilities are currently available?
Cataract surgery has changed considerably. Today, we don't simply think about removing the cataract, but about planning how the patient would like to see after surgery. We have different types of lenses: monofocal, toric, extended-depth-of-focus, and trifocal. Some correct astigmatism, while others expand the range of vision and, in well-selected patients, can provide greater independence from glasses. But there is no ideal lens for everyone. The choice depends on eye health, eye anatomy, daily routine, and each patient's expectations. After all, a lens that works very well for one person may not be the best option for another. Today, the major advancement in cataract surgery is precisely the ability to personalize the choice of lens for each

Childhood myopia is one of the major concerns in contemporary ophthalmology. What do parents need to know about the progression of myopia, and when is it important to seek help?
The first thing parents need to understand is that childhood myopia is not simply a matter of wearing glasses. The earlier it appears and the more it progresses, the greater the risk of eye complications in the future. Therefore, controlling myopia during childhood means taking care of eye health for the coming decades. We should not wait for a child to complain before taking them to an ophthalmologist, because they often don't realize that they are not seeing well. Early monitoring is essential, especially when there is a family history of myopia. Today, there are already strategies to slow its progression. The most important thing is to diagnose it early, monitor it regularly, and act before the prescription becomes too high.

There are already eyeglass lenses specifically developed to help control the progression of myopia in children. How do they work, and for which children can this type of solution be recommended?
This is one of the most interesting advances in the control of childhood myopia. Today, we have lenses that, in addition to correcting the prescription, help slow its progression through an optical stimulus that reduces excessive eye growth. However, the recommendation is individualized and depends on factors such as age, prescription, rate of progression, and family history. It is important to remember that controlling myopia does not necessarily mean preventing the prescription from increasing, but rather making it progress more slowly. In other words, today we can think not only about helping a child see well, but also about protecting their eye health for the future.

Is there an age when eye care should become more frequent? Should the eye care of a child, an adult, and someone over 60 be approached differently?
Our eyes change throughout life, and at each stage, eye care is also different. During childhood, the most important thing is to ensure proper visual development and diagnose problems such as amblyopia, strabismus, and myopia early. During adolescence and adulthood, we monitor changes in prescription, screen use, and contact lenses. From the age of 40 onward, presbyopia, glaucoma, cataracts, and retinal health become increasingly important. After 60, regular monitoring becomes even more important. So, I don't really like the idea of having a single frequency rule for everyone. The ideal frequency depends on age, family history, systemic diseases, and what we find during the examination. Most importantly, we shouldn't wait until our vision becomes poor before seeing an ophthalmologist, because some diseases progress silently.

A very common question: can glasses "make the eyes dependent" or cause someone to see worse without them? What really happens when we start using vision correction?
No. Glasses do not make the eyes dependent and do not cause them to become weaker. What happens is that, when we start using the proper correction, we realize what it is like to see with greater clarity and comfort. When we take our glasses off, it becomes much more noticeable how blurry our vision is without correction, which can create the false impression that we have become "dependent" on them. Our prescription can change throughout life for various reasons, such as eye growth during childhood and adolescence or natural changes that occur over the years, but not because we started wearing glasses. Glasses simply correct a visual difficulty that already exists.

Thinking specifically about optical retail, what eye-health information do you believe professionals should always reinforce when speaking with a customer who is choosing their glasses or lenses?
I consider the work of the optical professional essential for turning a good prescription into truly good vision. It is not enough simply to turn a prescription into a lens; it is necessary to provide guidance on materials, technologies, and treatments, as well as to take accurate measurements and make precise adjustments. The choice of frame is also very important. Depending on the prescription, the type of lens, and the characteristics of the face, an appropriate frame can improve optical quality, comfort, adaptation, and even the aesthetic result of the glasses.

For this reason, I see optical retail as a great partner to ophthalmology. The ophthalmologist evaluates eye health and treats its conditions, while the optical professional transforms the prescription into personalized eyewear for that particular person. When these two areas work well together, the patient benefits from greater comfort, visual quality, and safety.

Finally, if you could leave our readers with a small "eye health guide," what habits should be part of their routine?
I would say that taking care of your eyes doesn't have to be complicated. Often, small habits repeated throughout life make a difference:

01 Don't wait until you have trouble seeing to take care of your eyes.

02 Protect your eyes from the sun. Wear sunglasses with adequate protection against ultraviolet radiation.

03 Take care of the surface of your eyes. Proper eyelid and eyelash hygiene can be especially important for people prone to blepharitis or dry eye. When necessary, use lubricating eye drops recommended by your ophthalmologist.

04 Don't rub your eyes. It may seem like an innocent habit, but repeatedly rubbing your eyes can cause irritation and has been associated with changes to the cornea, especially in people who are predisposed to them.

05 Take care of your glasses. Invest in good-quality lenses, with the appropriate correction and treatments for your needs, as part of your eye care. And take good care of them: proper cleaning and maintenance help preserve optical quality.

06 Give your eyes a break. Take breaks during prolonged close-up activities and reading. And, especially for children, encourage outdoor activities.

07 Don't normalize changes in your vision. Blurred vision, distorted images, difficulty seeing at night, or any persistent change should be investigated.

Zoom Out

COLLABS, CLASHES AND COMMUNITIES

From partnerships between fashion and design to connections across different cultural niches, collaborations have evolved from an exception into one of the key languages brands use to connect with communities and consumers.

For a long time, a collaboration was a special, one-off initiative, almost an exception within a brand's strategy. Today, they are everywhere. Fashion, beauty, sports, music, design, entertainment and technology are constantly finding new partners. And consumers have not simply grown accustomed to this movement. They have come to expect it, follow it and seek it out.

The collab is no longer a one-off initiative. It has become a language of the market.



This story began long before the word became part of our everyday vocabulary. First came the connections between fashion and design, art and products, creators and industry. Then, these encounters became bolder. Music met fashion. Sports met luxury. Urban culture met traditional worlds. Artists, designers, athletes and personalities began taking part in the creation of products and narratives.

What has changed is not just the number of collaborations, but their very nature. A brand can bring a product and scale; its partner can bring cultural capital and a community. One world carries tradition; another arrives with a contemporary language. When these codes meet, a third language emerges.

WGSN itself now identifies cross-industry collaborations as an important strategy for expanding brand presence, reaching new audiences and building stronger emotional connections with consumers. In 2024, the platform brought together more than 100 Brazilian brands at its Mix'n'Match event, dedicated precisely to the future of collaboration across industries.

And the conversation has already moved to another question: in a market so saturated with collabs, what still makes a partnership relevant?

by **CAMILA MARIA ALVES**



Vogue Business has drawn attention to the saturation of the model and to a new consumer expectation: bringing two names together is no longer enough. A collaboration needs a narrative, quality and a cultural reason to exist.

Within the GO Eyewear universe, this approach takes on a particularly interesting dimension.

Throughout its history, the group has built an ecosystem of brands and personalities that goes far beyond the conventional presence of a celebrity. Ana Hickmann, Edu Guedes, Isabel Hickmann, Costanza Pascolato, Juju Teófilo and other names associated with the group's brands represent different perspectives, generations and communities.

Ana Hickmann's story is a powerful example. The partnership began in 2002 and evolved into eyewear lines and, later, a new brand created to connect with a generation more deeply engaged with social media. There is an important insight here: a personality brings more than just a name. They bring a language, cultural references, behavior and a community.

This expansion helps explain why collabs have gained so much ground. They no longer belong to a single industry or depend on a specific formula. They can bring different niches together, cross cultural references and create new ways for brands and people to connect.

Today, collaborating is also a way of expanding your own territory.

PHOTO: GO Eyewear

MYKITA



Where the gaze meets elegance

por **ELIANE GONÇALES**
Diretora Comercial da GO Eyewear
@elianego.luxo



As Fashion Eyes reaches its 11th edition, we realize just how much the way we consume fashion, culture, behavior and style has changed. Today's consumer makes more conscious choices and understands that elegance goes far beyond appearance.

The word elegance comes from the Latin ***eligere***: to choose, to select with care. **True elegance is rooted in awareness, respect and authenticity, not ostentation. That is a fact.**

But how do we put this into practice when, in our reality, everything seems to lead us toward the sin of being inelegant? Just look at a few situations in our everyday lives:

"The small choices that reveal who we are"

- Use your phone in moderation. Never during a meal or while someone is waiting for your attention.
- Keep your private life... private.
- Be punctual. Respecting someone else's time is also a demonstration of elegance.
- Look people in the eye and give the person you are speaking with your genuine attention.
- A birthday message on WhatsApp is perfectly valid, but it should never replace the warmth of a phone call.
- Fast fashion prioritizes quantity over quality. Less is more.
- Let go of the idea that everything from abroad is better. This is a major misconception.
- Make recycling a practice, not just a talking point.

These are small choices that reveal who we are. That is why our main theme is the cultural shift in Brazilian aesthetics.

It is time to put an end to the inferiority complex that has made us look down on what is our own. For a long time, wearing imported products, especially from Europe and the United States, was considered synonymous with elegance.

Today, we are experiencing a redefinition. What was once, pejoratively, dismissed as "tacky" is now taking on a new meaning. It is seen as identity, personality, authenticity, creativity and, above all, elegance.

The Brazilian lifestyle has conquered the world and become an international trend. Today, Brazilian products are chic. Just look at the success of Havaianas, Ana Hickmann eyewear in the European market, Natura and even our chocolates at Galeries Lafayette. Anyone visiting Miami may, and probably will, come across a delicious Bauducco panettone.

Choose fewer things, but choose better ones. This applies to your wardrobe, accessories, eyewear, home and even your schedule. It means living a simpler, less complicated life.

It is the quiet confidence of someone who has stopped trying to earn everyone's approval except their own.

It is when people feel your presence even before they see you. Not because of what you are wearing or how much you spent, but because of what you do not need to prove.

Clothes and eyewear become elegant when they serve the person wearing them rather than demanding attention for themselves. They are pieces chosen with genuine care, reflecting how you truly want to move through the world.

"Elegance is not an appearance. It is a state of being"

Elegance is also the ability to distinguish between what is essential and what is superfluous, between what is genuine and what is expected, between who you are and who you have been told you should be.

There is a version of elegance built on anxiety, on the fear of being seen as inferior. It manifests itself in excessive attention to personal appearance, constant self-correction and the relentless need to be perceived in the "right" way.

That is not elegance.
That is performance.
And performance is exhausting.

True elegance comes from the opposite direction. It is the composure of someone who is not trying to convince anyone of anything. Someone who knows that their worth does not need confirmation from others.

So, do not forget: **Choosing Brazilian brands tells a real story, honors our heritage and directly supports our people and our land.**

"That is very elegant"



PHOTO: Leo Faria

A Year in Motion

GO Eyewear took part in the industry's leading events and created exclusive experiences that brought customers, partners and brands closer together, strengthening its presence in the optical market and expanding connections across Brazil.


Ana Hickmann walks the runway wearing Ana Hickmann Eyewear

Fashion Eyes Week

On April 7, the Museu Judaico de São Paulo hosted another edition of Fashion Eyes Week. Organized by GO Eyewear, the fashion show presented the company's latest collections in an exclusive experience for invited guests. Inspired by Shabbat, the event brought together fashion, culture and sophistication in a presentation that celebrated the design and identity of the group's brands.


Model wearing Evoke


Henrique Fogaça walks the runway wearing Evoke


Guests at the Museu Judaico de São Paulo

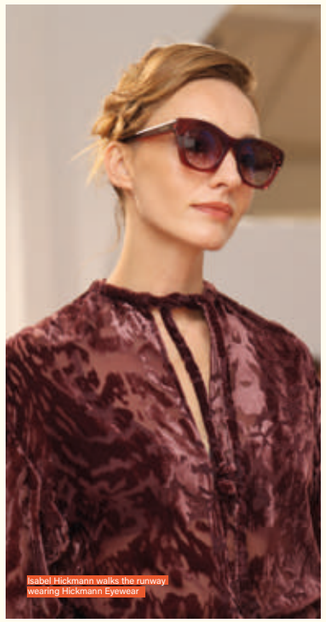

Inside museum, guests wait for the fashion show


Model wearing Speedo Eyewear


Edu Guedes walks the runway wearing Ferrari Eyewear


Model wearing Ana Hickmann Eyewear


CEO Joyci Lin with Célia and Rosana Sella


Isabel Hickmann walks the runway wearing Hickmann Eyewear


Model wearing Speedo Eyewear


André Santin attends the fashion show


Model wearing Anima Eyewear


Raul Hacker, Simone Aoki and Roberto Jalonetsky, CEO of Speedo Multisport


Guests André Vasco and Gustavo Giglio


Model wearing MYKITA

PHOTO: GO Eyewear

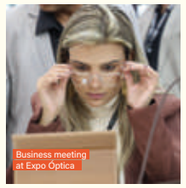
Expo Óptica

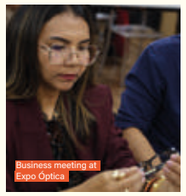
Following Fashion Eyes Week, GO Eyewear took part in Expo Óptica from April 8 to 11 in São Paulo. Considered one of the optical industry's leading trade shows, the event brought together professionals from across Brazil to discover the latest market developments. At the company's booth, visitors explored new collections, took part in business meetings and enjoyed special appearances by Ana Hickmann and Henrique Fogaça.


Henrique Fogaça visits GO Eyewear space


Ana Hickmann at Expo Óptica, where she posed for photos with customerss


GO Eyewear space at Expo Óptica


Business meeting at Expo Óptica


Business meeting at Expo Óptica



MYKITA at Expo Óptica

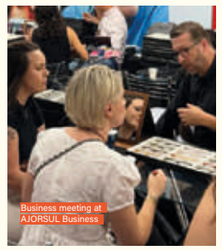
AJORSUL Business

From March 25 to 28, in Bento Gonçalves, Rio Grande do Sul, GO Eyewear participated in AJORSUL Business, one of the leading business events for the jewelry, watch, optical and silverware industries. The event brought together retailers, manufacturers and buyers from across the country, creating a strategic environment to showcase new collections, strengthen business relationships and kick off the year with new opportunities


Commercial Director Leonardo Riekstins with Luciano Cappellari, Karine Backes at GO Eyewear team


Lau Center Óptica franchise team with GO Eyewear team


Equipe GO Eyewear com clientes e parceiros


Business meeting at AJORSUL Business

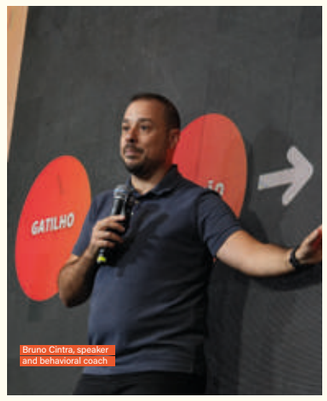
Sales Convention

GO Eyewear's Sales Convention brought together the company's sales representatives for a moment focused on strategic alignment, knowledge sharing and team building. Through interactive activities and team-building experiences, the event reinforced the importance of collaboration and prepared the team for the challenges and opportunities of the new business cycle.



Commercial Director Alessandro Ribeiro presents an award to the team


Luciana Sonim, HR Director at GO Eyewear



Bruno Cintra, speaker and behavioral coach



GO Eyewear sales team during the Convention


Marcelo Caetano, speaker and sales expert

FOOCO

From June 25 to 27, in Goiânia, GO Eyewear participated in the third edition of FOOCO. The trade show brought together professionals from the optical market in an environment focused on business, networking and the presentation of new products, strengthening the company's presence in one of the industry's most important regions.


Alessandro Ribeiro with customers at the GO Eyewear space



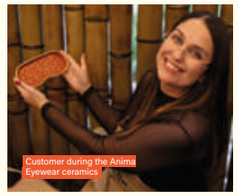

Business meeting at FOOCO

PHOTO: GO Eyewear

Eyewear Premium Preview

From August 3 to 7, Casa GO in São Paulo hosted another edition of Eyewear Premium Preview, GO Eyewear's signature event dedicated to presenting its second-half collections. In addition to business meetings, the program featured exclusive brand experiences, including a Hickmann Eyewear milkshake, personalized bag charms by Atitude Eyewear, Ferrati coffee, an Anima Eyewear ceramics workshop and a GO Eyewear perfumery workshop. The event also featured cocktails on the rooftop at Casa GO and a celebration at PATO restaurant, bringing together customers and guests to the sound of Zeeba, along with special appearances by Ana Hickmann and Edu Guedes.


Rooftop cocktail at Casa GO


Customer during the Anima Eyewear ceramics


Attorney Carlos Eduardo Blake speaking about Tax Reform



Ana Hickmann and Edu Guedes during the celebration at PATO restaurant

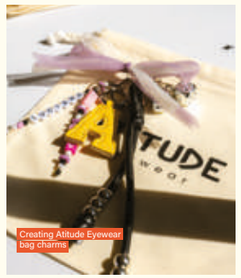

Zeeba performing an exclusive show for guests


Guests enjoying the celebration and exclusive show


GO Eyewear perfumery workshop


Karina Bacchi at a book signing at Casa GO


Business meeting during Eyewear Premium Preview



Creating Atitude Eyewear bag charms


New launches at Eyewear Premium Preview Preview



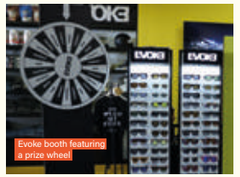
Atitude Eyewear bag charm cart

a year in motion

Festival Interlagos

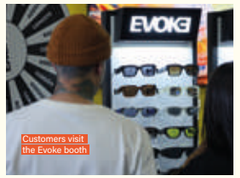
Evoke returned to Festival Interlagos for another edition of the Moto event, bringing the public a booth filled with the brand's latest styles and special activations featuring exclusive giveaways. The event reinforced Evoke's connection to the world of two wheels, adventure and the lifestyle that are part of the brand's essence.


Henrique Fogaça visits the Evoke booth



Evoke booth featuring a prize wheel


Motorcycle presentation during Festival Interlagos



Customers visit the Evoke booth


Futurah model on display at the Evoke booth

Expo Visão

On August 24 and 25, GO Eyewear took part in Expo Visão in Rio de Janeiro. The trade show brought together retailers, suppliers and optical industry professionals for a program that included talks, networking and business opportunities, further strengthening the company's relationship with the market.


Business meeting at Expo Visão


Business meeting at Expo Visão


Business meeting at Expo Visão

Lucky Friends RODEO Motorcycle

On September 5 and 6, in Sorocaba, São Paulo, Evoke took part in another edition of Lucky Friends Rodeo Motorcycle, Brazil's largest custom culture and motorcycle event. With an exclusive booth, the brand showcased its styles to the public and hosted activations featuring special prizes, connecting with a festival that brought together races, custom motorcycle and classic car exhibitions, live music and experiences centered around the world of two wheels.


Customers visit Evoke booth



Evoke booth featuring a prize activation


Evoke visitors at Rodeo

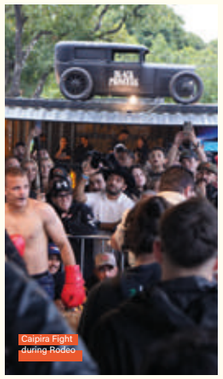

Caipira Fight during Rodeo

PHOTO: GO Eyewear

Fabiola Guimarães : The desire behind the brands

BRAND AND BUSINESS STRATEGIST FABÍOLA GUIMARÃES TALKS ABOUT THE PATHS BETWEEN AWARENESS AND DESIRE, THE CHALLENGES OF BUILDING RELEVANCE IN AN OVERSATURATED MARKET AND THE NEW POSSIBILITIES FOR THE OPTICAL INDUSTRY.

by CAMILA MARIA ALVES



For those who are not yet familiar with your journey, who is the woman behind so many projects, brands and transformations? What drives you today?
I'm a very curious person. Curious about people, behavior, culture, and about what makes something become desirable. My career has largely been built at the intersection of people, brands and business. I have always been deeply interested in understanding not only what is happening, but why it is happening and, most importantly, what could happen next. I have worked with very different brands at very different moments. Some needed to grow, others to reposition themselves, regain relevance or simply find a new way to tell the story they already had. That taught me how to step into different contexts and quickly understand where the tension lies. Perhaps that is what defines me most professionally: I like finding potential where, sometimes, people see only a problem. Early in my career, I wanted very much to get things right. Today, I get much more pleasure from discovering. Discovering a hidden truth. An opportunity no one was looking at. An unlikely connection. A different way of doing things.

You have taken on projects involving brands that were losing performance or consumer connection. How do you identify the problem and find the opportunity for a turning point?
I like brands that have something to solve because, almost always, there is an opportunity alongside the problem. But I have learned that you cannot start with the solution. First, you need to understand what is happening. I look at the data, but also at what the data are not saying. I want to understand behavior, product, pricing, competition, culture, communication and experience. A brand may be losing sales and the problem may have nothing to do with communication. It could be the product, the price, distribution or simply the fact that the brand has aged while the consumer has changed.
One of the things I developed most throughout my career was the ability to separate symptoms from causes. There is a question I ask often: 'Is this a brand problem or a market problem? Then comes another fundamental step: discovering what cannot be lost. I do not believe in repositioning strategies that begin with 'let's change everything. Often, a brand's most powerful asset lies precisely in what it has already built, it simply needs to be reinterpreted. For me, the turning point comes when you can bring together three things: the truth of the brand, the context in which it exists, and a desire that has yet to be captured.

Among so many projects, Hering and Riachuelo represent different moments in your way of thinking. What did these projects teach you?
With **Hering,** the biggest lesson was that being remembered does not necessarily mean being chosen. The brand had decades of history, recognition and emotional connection, but needed to become part of the consumer's consideration again. The challenge was to transform heritage into contemporary relevance without destroying that heritage along the way.
At **Riachuelo**, the challenge was to build a sense of Brazilian identity without turning it into a caricature. It was not about the obvious Brazil, with codes we immediately recognize. I wanted to find a contemporary Brazil: creative, plural, sophisticated, culturally rich and authentic. That work taught me something I still carry with me today: Brazilianness does not have to be a theme. It can be a perspective.

WHAT CONNECTS THESE PROJECTS IS PRECISELY THE FACT THAT NONE OF THEM HAD A READY-MADE FORMULA. I DON'T WANT TO APPLY A SOLUTION TO A BRAND. I WANT TO DISCOVER WHAT THE SOLUTION IS FOR THAT BRAND.

What makes a brand cross the line between being known and being desired?
There is a huge difference between a brand you know and a brand you want. Awareness is rational. Desire is much more complex. You can know that a brand exists, recognize its logo, know its campaign and its price, and still feel absolutely nothing for it. For me, desire begins when a brand can be both genuine and surprising. Genuine because there needs to be something real there. A brand cannot sustain desire for long if it is simply performing something it is not. And surprising because if it delivers exactly what you expect, it may be efficient, but it will rarely provoke you. I like the idea of a brand creating a small tension between 'I recognize this' and 'I have never seen it this way before.' That is where culture emerges. And desire cannot live only in communication. Advertising can make you look, but the product needs to make you want. Brand, product and experience need to tell the same story.
In the end, I think a desirable brand is one that makes you build a rational justification for a decision that, in some way, was already emotional.

In a market overwhelmed by information and brands, what are companies still taking too long to understand?
I think brands are taking too long to understand that attention is not relevance. Today, everyone can produce content. Everyone can be present. Everyone can show up. The difficult part is making someone stop. Even more difficult is making someone care. We live in a world of excess: too much information, content, product launches, brands and stimuli. Consumers are much more informed and, at the same time, much more selective. That is why I think one of the biggest positioning mistakes is trying to be everything to everyone. When a brand tries to please everyone, it often loses precisely what could make it special.

"Trend is not relevance"

Being contemporary means understanding the spirit of the times and discovering your place within it. Brands need to change faster and faster, but they also need to remain recognizable. Speed without consistency becomes noise. Consistency without evolution becomes irrelevance.

What sparks your curiosity today, and what possibilities do you see for the optical industry?
What sparks my curiosity most today is understanding how desire is changing. For a long time, we talked about desire through very clear codes: status, exclusivity, novelty and belonging. Today, everything is more fragmented. Someone can want to belong and, at the same time, want to stand out. They can seek exclusivity and authenticity. They can discover a brand on one social network, research it on another, experience it in a store and buy it for a completely different reason than we imagined. I find this complexity fascinating. Looking specifically at the optical industry, I see a very interesting opportunity because eyewear occupies a very particular space: it is necessity, product, technology, fashion and identity all at once.

It is something you literally put on your face. And the face is one of the main ways we present ourselves to the world. So I think there is a huge opportunity to talk less about 'Which glasses suit you?' and more about 'Who do you want to be when you put these glasses on?' I also see a lot of room to bring eyewear even closer to fashion, design, art and culture. Not only through collaborations, but through narratives, experiences and new ways of presenting the product. Because perhaps the greatest opportunity lies precisely in taking eyewear beyond a purely functional role and placing it in the territory of self-expression.

Tradition that inspires new paths



Thiago Corrêa began his career in the optical industry in 1999, working as an office boy at a lens laboratory in Paraná. Over the years, he took on different roles, earned a degree in Optometry and built a solid career in the sector. In 2021, he moved to Santa Catarina to take over the management of Óptica Machota alongside his wife, Bia Mabel Machota, continuing the story started by her parents, Carlos Werner Machota and Denise Danker Machota, the company's founders. Since then, the couple has been leading a new phase of expansion for the network across the state, which will celebrate 70 years in business in 2027.

by **JOANA NOYA**



The optical retail industry has undergone major changes over the past few decades. How has Óptica Machota evolved without losing its essence?
The market has changed significantly, competition has increased and consumers now have more options. Even so, Óptica Machota has always remained focused on what truly matters: offering quality products and taking care of every customer, going far beyond the sale itself.
I believe that is our greatest differentiator. We have never compromised on quality, personal service or the genuine care we show to every person who walks into one of our stores.

Today, the network has a presence in several cities across Santa Catarina. What has been the key to growing while maintaining the same culture across all locations?
Our growth happens because our people grow alongside the company. We make a point of treating every employee as part of the family, looking beyond commercial results. When everyone shares the same purpose, the dream stops being just the company's and becomes a shared goal for the entire team. That is what allows every store to maintain the same level of care and the same standard of service.

Óptica Machota also stands out for its strong presence on social media. How does the digital environment complement the relationships built in your stores?
I have always been passionate about sales and building relationships. To me, social media is an extension of what we experience inside our stores. The care we show our employees naturally extends to our customers.
That authenticity comes through both in our in-store service and in our digital communication."

Consumers are increasingly informed and demanding. How does the team prepare to serve this new kind of customer?
We always strive to stay up to date on new products, technologies and solutions in the market. So when a well-informed customer walks through our doors, the conversation happens very naturally.
What may be a challenge for some companies becomes an opportunity for us to demonstrate our knowledge and guide the consumer in the best possible way.

What does Óptica Machota look for in its partners, and how does GO Eyewear contribute to this work?
We look for companies that share the same values as those of Óptica Machota, offering quality products and continuously investing in innovation. More than suppliers, we want partners with whom we can build a long-term relationship.
GO Eyewear is essential to all of our stores. Its broad product portfolio, the quality of its collections and the support it provides make a real difference. More than a business relationship, there is a partnership built on mutual respect and close collaboration between GO and Óptica Machota teams.

After so many years of history, what is the company's greatest source of pride?
More than any specific moment, what moves us is seeing the difference we make in people's lives. This happens both with customers, who leave satisfied with the service they received, and with our employees. Seeing professionals grow, achieve their dreams and recognize the impact the company has had on their lives reinforces our purpose every day."

Stretch, Breathe and Change Position

Small breaks throughout the day can help bring movement back into the body in a routine increasingly shaped by screens, chairs and too few pauses



There are days when we only realize we have been sitting for hours when we finally stand up. The computer stays open, the phone is always within reach, one meeting flows into the next and, when a break finally comes, we often spend that time sitting too.

The body adapts to this rhythm until something as simple as stretching our arms or legs feels like an invitation to breathe differently.

Maybe it is time to rethink our relationship with movement. Stretching is directly linked to the range of motion of our joints, and a review of 77 studies found significant gains in flexibility through stretching. The more interesting finding, however, may have less to do with how far we can stretch and more with how much movement we can bring back into our day.

Because there is no need to wait until you get to the gym. We can get up between tasks, walk for a few minutes, change our position in front of the screen, roll our shoulders, extend our legs or simply take a moment to breathe and stretch.

by **CAMILA MARIA ALVES**

PHOTO: GO Eyewear

The World Health Organization's guidelines also emphasize the importance of reducing sedentary time and incorporating more movement into our daily routines.

It is a small change, but it can transform the way we see these pauses. Instead of another obligation on the schedule, they can be a way to break the automatic rhythm of the day.

The body does not need a specific time of day to remember that it likes to move

Perhaps that is why stretching is finding its way into spaces far beyond workouts. In gyms, of course, but also in mobility practices, group classes, workplaces and even quick breaks during the workday. The idea of taking care of the body is beginning to occupy the spaces in between.

And flexibility does not have to mean performing an impressive movement. It means having the freedom to move, preserving possibilities and allowing the body to be less confined by the positions imposed by our routines.

When it comes to flexibility, Speedo knows a thing or two.



With a history rooted in swimming and sport, the brand brings this relationship with movement into eyewear, creating models designed to keep up with both physical activity and everyday life. One technology translates this characteristic in a particularly distinctive way: Omoplata, featuring temples that allow 360-degree rotation.

A simple idea, but one that is deeply consistent with the brand's history: more freedom to move with you.

In the end, perhaps that is all we need to remember throughout the day: stand up a little more, take a deep breath, stretch when your body asks for it and change position before it has to complain.

Movement belongs in the spaces in between, too.

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Is your skincare routine ready for your eyewear?







You choose your serum, moisturizer, active ingredients and sunscreen, building an entire routine around what your skin needs. But if you wear glasses every day, a few small adjustments can make the combination even better.

And no, your glasses are not the enemy of your skincare routine. Whether you wear them out of necessity or simply because you love a great frame, they are part of your everyday life. The idea is to take care of your skin while also considering this daily contact.

by **CAMILA MARIA ALVES**

PHOTO: Divulgação





During the day, opt for lighter, fast-absorbing textures, especially around the areas where your frames touch your skin. And one simple detail can make a difference: wait a few minutes after applying your skincare before putting on your glasses, giving the products time to settle into the skin.

When it comes to sunglasses, there is another important ally. Styles with proper UV protection help protect your eyes and the delicate area around them from sun exposure.

In the end, it is all about small adjustments that make your routine work better. Because your glasses are already part of you. Now, all you need to do is make your skin feel at home with them.

PHOTO: Divulgação

01 EYEGLASSES BULGET OCCHIALI BG7169 D02
02 FACIAL SERUM CAUDALÍE
03 HIDRATANTE LABIAL BEPANTOL
04 POWDER SUNSCREEN CARE
05 FACIAL MOISTURIZER CREAMY
06 EYEGLASSES ANIMA EYEWEAR SOU ESPERTA G23



PHOTO: Vitor Delfino

About us

Fashion Eyes magazine is a publication by GO Eyewear, a 100% Brazilian company with more than 20 years of experience in the market, developing and distributing eyewear for brands such as Ana Hickmann Eyewear, Anima, Evoke, Bulget, Atitude, Speedo, Hickmann Eyewear, Jolie, Ferrati, Jean Marcell and Mykita.

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Final Look

Between sophistication, technology and contemporary style, Ferrati Eyewear embodies a masculine elegance that brings together innovation, comfort and authenticity

by **JOANA NOYA**

For 40 years, Ferrati Eyewear has built a legacy shaped by elegance and innovation. Since its creation, the brand has chosen to look beyond functionality in the men's eyewear universe, developing frames that combine refined design, technology and quality.

In 2021, Ferrati became part of GO Eyewear Group, strengthening its creative potential and consolidating a signature that combines premium materials, such as titanium, with precision engineering. In 2024, this positioning gained even greater momentum with the arrival of Edu Guedes as the brand's ambassador, reinforcing an image aligned with the contemporary man, who values sophistication, authenticity and performance.

Innovation is present in every detail. The proprietary Pivot, Hybrid, Atlas and Vortex technologies were developed to provide greater flexibility, stability, ergonomics and durability, reducing the need for maintenance and enhancing the overall wearing experience. The result is a collection of lightweight, durable and comfortable frames, in which technology works discreetly, yet remains essential.

This commitment also evolves alongside changes in the market. Among them is the incorporation of the Asian Fit concept, a trend that adapts frame anatomy for people with a lower nasal bridge, offering a more precise fit, greater stability and comfort without compromising sophistication.

With classic shapes, such as aviator and rectangular frames, reinterpreted through precise finishes and smart solutions, Ferrati Eyewear demonstrates that true elegance lies in the combination of design, technology and quality that can be perceived in every detail.





PHOTO: Divulgação

ATITUDE
eyewear



SINCE 2003

PHOTO: Luís Dono


Hickmann
eyewear
desde 2013
PHOTO: Danylo Vasconcellos