

EssilorLuxottica

CreativeHub

September 30th – October 3rd

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RETHINK

The CreativeHub Hackathon



We've entered a new era — where eyecare extends beyond correction and style, becoming a gateway to broader health, performance, and connectivity. As EssilorLuxottica evolves into a med-tech powerhouse, creativity becomes more essential than ever.

This internal Hackathon is our response: a dedicated moment to harness the full potential of the Creative Hub — a global team of over 170 creatives — to push boundaries, spark innovation, and redefine how we communicate and design experiences.

The event will take place from **September 30 to October 3, 2025**, in **Milan** at the **Museo della Scienza e della Tecnologia**. Across three days, we'll dive into real business challenges, be inspired by leading voices, and work in cross-functional teams to shape bold ideas for the future of our industry.

DAY 1

Inspiration
& Briefing

DAY 2

Creation
& Collaboration

DAY 3

Presentation

DAY 4

Awards

DAY1

Inspiration & Briefing

MORNING

Welcome & Opening Remarks

Introduction by leadership and context-setting keynote.

Brief #1 – The Future Experience

From a product centric approach to a life enhancing Experience.

Inspirational Talk - Norbert Gorny - Chief Scientific Officer

Brief #2 – The Myopia Ecosystem

From Awareness to Prevention & Care.

Inspirational Talk - Arnaud Ribadeau Dumas – Head of Global Myopia

Lunch Break

Brief #3 – Beyond Style

Rethinking Light & Vision

Inspirational Talk – Coralie Barrau - R&d Transitions Sciences & Innov
Manager

AFTERNOON

Team Assignment & Identity Creation

Team formation and challenge association

Shared Insights & Challenge Deep Dive

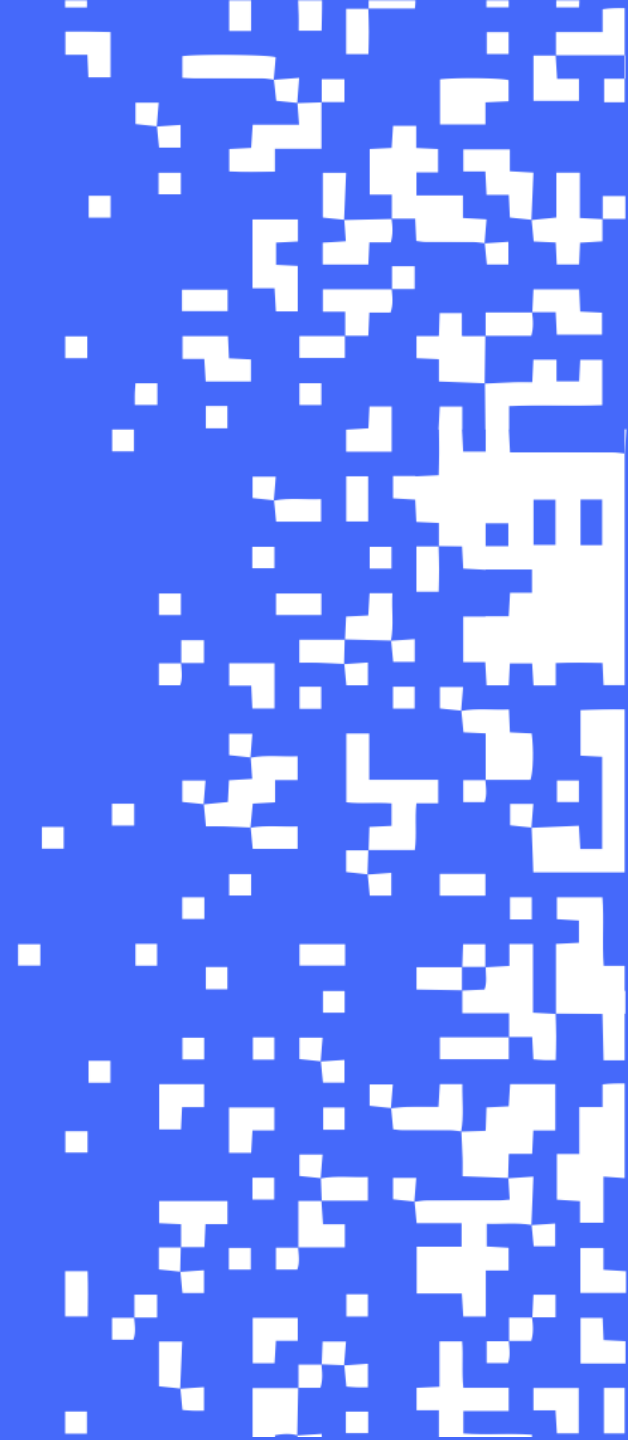
Collaborative analysis of key points and mentoring support.

Wrap-Up & Info for Day 2

Closing thoughts followed by informal networking aperitivo

The Future Experience

From a product-centric approach to a
life-enhancing experience



CONTEXT OF THE CHALLENGE

The optic nerve — and therefore the eye — is an extension of the brain. It's the only organ exposed to the outside world and easily monitorable. This positions the eye as a natural **interface for diagnostics, prevention, and enhancement**.

As the company expands its role in the med-tech space, **eyewear is evolving** — from a product for vision correction or style into a **gateway to personal well-being and human empowerment**. We are entering a future where we will offer the possibility to **monitor, prevent, enhance, and connect** — enabling a wide range of services across **vision, hearing, diagnostics, beauty, and lifestyle**.

Yet today, the customer journey still treats eyewear as a **transactional moment**, rather than part of a **continuous, life-enhancing experience**. This creates a **gap between our technological evolution and how customers perceive and engage with it** — a gap we now have the opportunity to change.

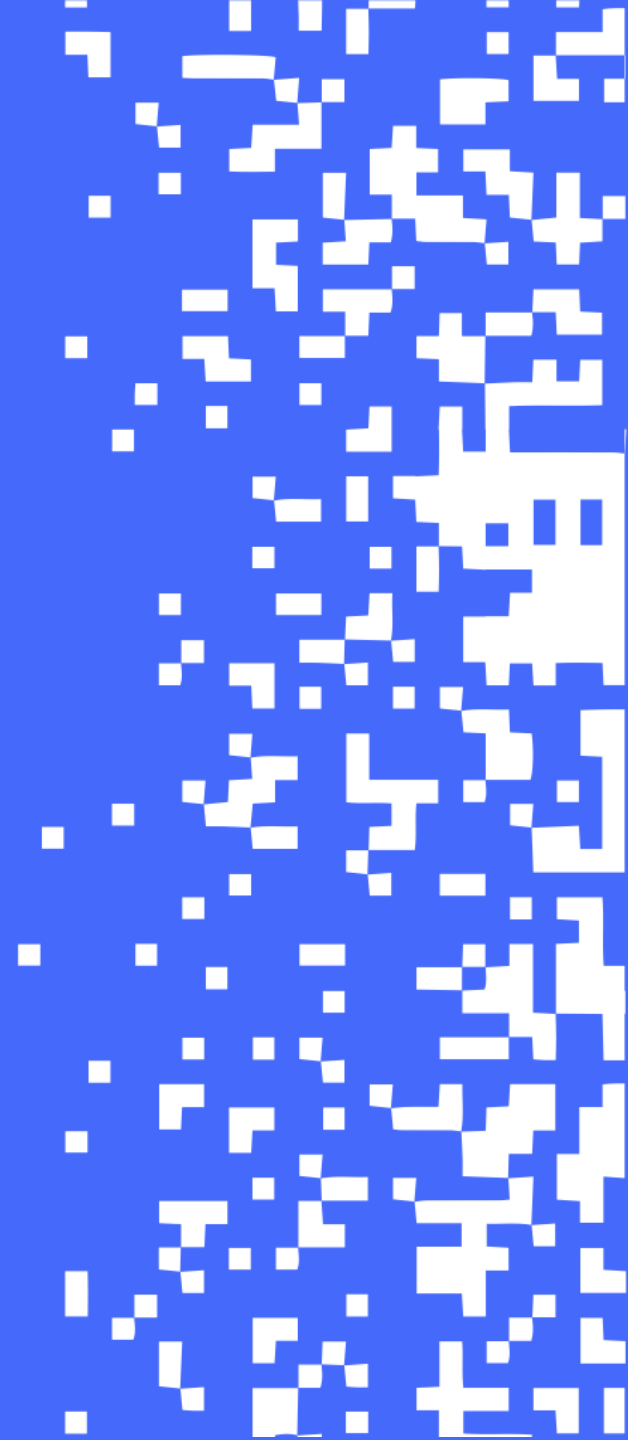
“Our goal is to empower humanity.”

THE CHALLENGE

How might we **reimagine the future customer experience** in vision care in order to create an engaging and continuous journey of health and well-being, integrating both experiences and communication to reflect our **shift into med-tech?**

The Myopia Ecosystem

From Awareness to Prevention & Care



CONTEXT OF THE CHALLENGE

Myopia is not just a condition—it's a growing global health concern, affecting younger generations earlier and progressing more rapidly. Yet public **awareness is limited**, and the path from **detection to prevention** and management is **often unclear or delayed**.

Its complexity spans **multiple stages**—from **understanding risk factors** and **lifestyle impacts**, to **early detection** and **intervention in pre-myopia**, and **ongoing management** through lasting behavioral change.

As a company **leading innovation** in this space, we have the **opportunity**—and **responsibility**—to reframe **how myopia is addressed**. Not through a campaign, but **through a connected ecosystem of experiences** that **informs, empowers, and supports** families, educators, and professionals.

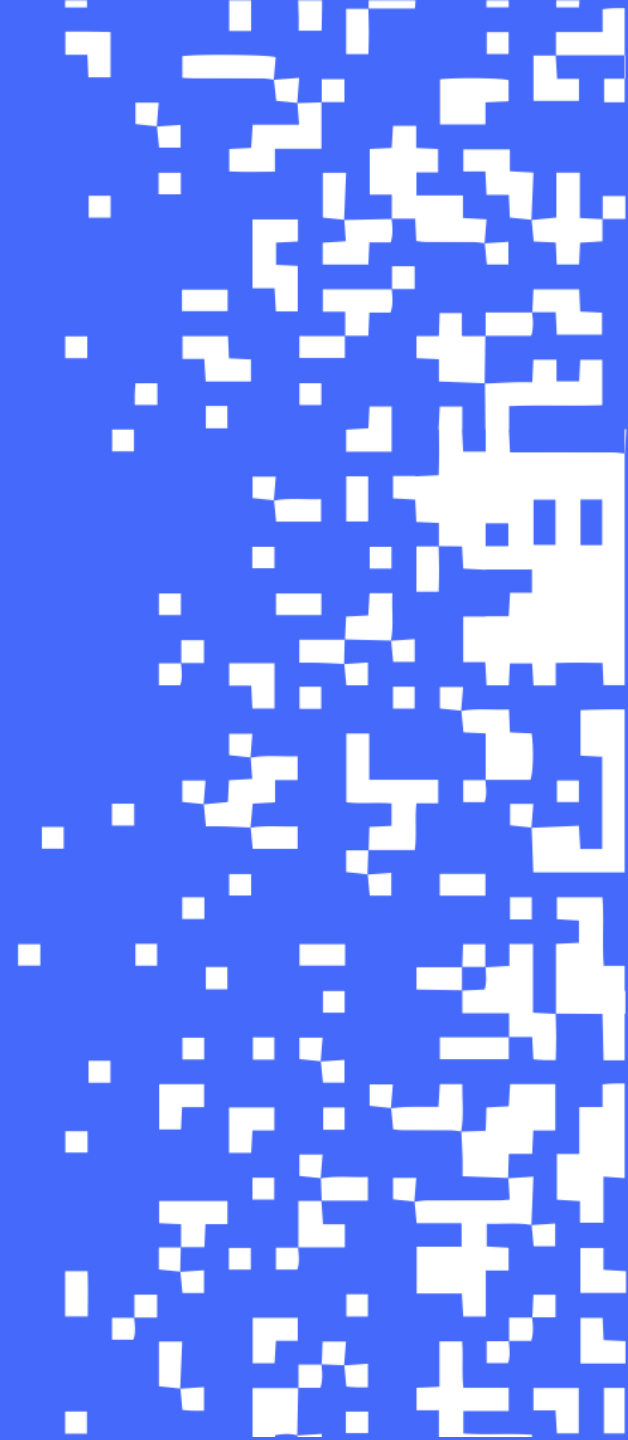
THE CHALLENGE

*How can we design a **360° experience** that redefines how people interact with the topic of myopia—across awareness, prevention, early detection, and management—without focusing on a specific product?*

*Your challenge is to **imagine an ecosystem** that makes myopia care understandable, accessible, and actionable at every stage of life.*

Beyond Style

Rethinking Light & Vision



CONTEXT OF THE CHALLENGE

When we talk about **sunglasses or sun lenses**, they are most often perceived as **fashion accessories**—items chosen for aesthetics, trends, or lifestyle.

But **light management and vision protection** are not a seasonal concern or a stylistic add-on—they are a critical part of **modern eyecare** for everyone, regardless of vision correction needs.

Sun exposure, digital screens, and environmental conditions all affect our eyes, and the right lens technology can offer protection, enhance performance, and prevent long-term damage.

Yet, the public often **underestimates the value** of technologies like **UV protection, blue light filtering, glare control, and adaptive lenses**, simply because they are not framed as essential.

THE CHALLENGE

How might **we reposition light management** as an essential part of **vision care and protection**—beyond style—so it becomes understood, appreciated, and embraced by a wider audience across ages and needs?

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