



BRETT
Neo Heroes

BRETT Eyewear strengthens its organization with the appointment of Louis CISTI as Global Brand & Business Director to support its future ambitions

Lons-le-Saunier, September 19, 2025 – In just a few short years, **BRETT Eyewear** has established itself as a distinctive and respected player in the highly demanding eyewear industry. Its success is built on a clear brand positioning, a strong identity and a strategy that places both the brand and the product at the core of its development.

Driven by the vision of its Founder and CEO, Jean-François BOITEUX, the brand has implemented a selective distribution model from the outset, both in France and internationally, to ensure premium visibility within the most prestigious optical boutiques.

At the same time, BRETT Eyewear has formed emblematic partnerships, notably with Wheels and Waves and Le Mans Classic through Peter Auto, helping to elevate its brand awareness and reinforce its unique positioning among a discerning clientele. This strategy has proven successful: in just six years, BRETT Eyewear is now available in over 3,000 retail locations worldwide – including 700 in France – and is set to produce more than 80,000 pairs of eyewear this year.

In this context of rapid growth, **Jean-François BOITEUX** is further structuring the brand's organization to meet the many challenges ahead, particularly the acceleration of its international expansion on both commercial and marketing fronts.

« With the strength of our current teams and the arrival of Louis, we are consolidating our sales and marketing structure to support our continued growth in France and abroad over the coming years. » – Jean-François BOITEUX, CEO

It is within this dynamic framework that **Louis CISTI** joins BRETT Eyewear as Global Brand & Business Director. With over fifteen years of experience in the eyewear industry, including leadership roles in sales, marketing and brand management for renowned companies such as Bollé, Cébé, Spy and Serengeti, he brings deep expertise and drive to support BRETT Eyewear's ambitious vision.

« I am truly excited and inspired to join a brand with such a distinctive and compelling positioning – one I fully identify with. What Jean-François and his team have accomplished in such a short time is remarkable and I am honored to contribute to writing the next chapters of its growth story. » – Louis CISTI, Global Brand & Business Director

The entire BRETT Eyewear team looks forward to welcoming you at **SILMO 2025, HALL 7 BOOTH G 249**, where we will be presenting our latest collections.

About BRETT

BRETT Eyewear is a men's eyewear brand inspired by the world of mechanics, iconic characters, and a culture of performance. Each frame is crafted as a precise and stylish object, where technical materials meet bold design. Bridging heritage and innovation, BRETT Eyewear creates refined, durable pieces that are deeply rooted in the masculine imagination.

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