

A new pair of sunglasses is a simple way to boldly refine your look. But aesthetics are not enough: good glasses need to be made with top choice materials and optically perfect lenses. And this is the type of excellent product supplied by Mirage, which exports 99% of its glasses abroad to foreign brands wanting Italian quality goods for their brands. Cristiano Milone who, with his siblings Matteo and Monica, manages the company located in Venegono Inferiore and represents the second generation of the Milone family, explains: “We export 70% to the United States, the remainder being divided between Australia, France, Sweden, the Arab Emirates, Kuwait and Brazil. Only a small part of our products bear the Mirage brand name, everything else is in response to the needs of some of the most prestigious international brands around the world who want to include high quality sunglasses to their collections”. Their higher price compared to other similar products is justified through Mirage’s constant R&D. Cristiano Milone says “We have a consultant design studio in Milano for the creative part, but we also create our own models internally. To make our glasses, we use the latest generation machinery and exceptional quality plastic, and we have specialised in models developed with biodegradable and biocompatible materials. We also use water-based paints, so that the glasses are free from petroleum-derived chemical agents”. Another one of Mirage’s added values is its service: especially abroad this is important. “Service for us - notes Milone - is communication: it means being available in real time every day through any means. It means being constantly on call because it is less important to travel nowadays, but essential to remain in contact constantly”. The company has also paid careful attention to using environmentally friendly machinery: “We already have two electric machines for

moulding the plastic, but in the past we used hydraulic machinery, with the disadvantages tied to the safe disposal of the oils used. All our machines have inverter motors and we have just finished installing solar panels so that we are now 60% self-sufficient in energy production”. Lastly, what are Mirage’s future objectives? “To keep our current 10% yearly growth, - says Milone - we need new ideas and our team, made up of qualified professionals, is always studying

more evolved models. We want to consolidate ourselves on the markets with increasingly innovative products for different uses, in particular for niche areas in sporting like fishing, surfing, cycling, and skiing. We are young and we clearly don’t feel like we have “made it”. Mirage also plans to enlarge its offices in Venegono Inferiore. “As our father used to say: ‘Mirage: to see and be seen’. And usually - concludes Cristiano Milone - those who work with us rarely leave us”.

From family business to global provider

Artistry, industrial expertise and creativity for sun glasses



From left to right Matteo and Cristiano Milone