



JOE FREITAG

President SPY+ Americas & Blenders

Joe Freitag (born Seattle, Washington 1975) has been President of SPY+ America, Inc. at Safilo since July 2026, leading the SPY+ eyewear brand and business within Safilo's eyewear portfolio. He was formerly President of North America at Bollé Brands from November 2022 to July 2026, with full P&L responsibility for SPY, Serengeti and Bollé.

From October 2019 to July 2026, he served as Global Vice President of Brand for SPY and Serengeti at Bollé Brands, leading global marketing, product strategy and brand P&L. After taking over Serengeti in October 2023, he repositioned the brand and returned it to double-digit growth, with accelerating DTC sales. Under his leadership, SPY achieved sustained DTC growth and relaunched in Europe with significant first-year growth. Previously, he held senior leadership roles at Kaenon Eyewear from March 2017 to September 2019.

From December 2005 to January 2016, he held global and US brand leadership roles for Arnette at Oakley-Luxottica, driving international growth through brand repositioning and successful product innovation. From 2000 to 2003 he lived in Tokyo and served as Marketing Manager for Gravis Footwear at Burton Snowboards Japan.

He speaks English (mother tongue) and Japanese (conversational).