Moncler chooses Marcolin for its eyewear line

By Dominique Muret - 22 September 2015

Moncler rethinks its eyewear line expansion strategy, seeking to step up the pace in the accessories segment. The luxury down jacket brand headed by Italian entrepreneur Remo Ruffini has announced "a worldwide, exclusive licence agreement for the design, production and distribution" of all its eyewear lines with Marcolin.

The label presented its very first eyewear capsule collection in 2011. It was hyper-sophisticated and ultra-luxury, and was created in collaboration with prestigious German brand Mykita. It then launched in 2013 the Moncler Lunettes collection through a joint-stock company in which it held a 51% controlling interest, created with Italian eyewear manufacturer Allison.

With this agreement, Moncler enters its first licensing agreement. Effective as of January 2016, it will terminate in December 2020, with a five-year renewal option. It covers all of Moncler's lines: men's, women's and children's eyeglasses and sunglasses, and even skiing goggles! The launch of the first collection is planned for March.

The Italian eyewear manufacturer, owned since 2012 by French investment fund PAI Partners, holds in its portfolio the eyewear collection licences for, among others, Tom Ford, Balenciaga, Ermenegildo Zegna, Roberto Cavalli, Tod's, Emilio Pucci, Dsquared2, Diesel, Kenneth Cole New York, Timberland, Guess and Gant.