Marcolin and Dsquared2 extend eyewear partnership to 2021

By Gianluca Bolelli - 25 May 2016

Leading Italian eyewear manufacturer Marcolin and Dsquared2 have announced the early renewal of the licence agreement for the design, production and worldwide distribution of Dsquared2 eyeglasses frames and sunglasses. The new agreement has extended their current partnership to 2021.

The collaboration between the two companies began in 2008, and is proof of their joint willingness to work together for the brand's further international expansion.

Giovanni Zoppas, the Marcolin group CEO, has stated: "Dsquared2 has a specific place within our brand portfolio, thanks to its uniqueness and great versatility. In the course of our collaboration in the last few years we have travelled in the same direction, we believe in Dsquared2's core business development and we will follow its strategy. Our partnership will be increasingly tight and strong, both in terms of product development and in marketing strategy definition."
Designers Dean and Dan Caten have stated: "After a collaboration of nearly 10 years, we are [...] highly convinced that this partnership will produce excellent results for our joint business, thanks to the new projects on which we are working together."

The Marcolin group is based in Longarone, northern Italy, and ranks among the world's leading eyewear manufacturers. Its brand portfolio includes Tom Ford, Balenciaga, Moncler, Ermenegildo Zegna, Agnona, Montblanc, Roberto Cavalli, Tod's, Emilio Pucci, Swarovski, Dsquared2, Diesel, Just Cavalli, Covergirl, Kenneth Cole New York, Kenneth Cole Reaction, Timberland, Guess, Gant, Harley-Davidson, Marciano, Catherine Deneuve, Skechers, Bongo, Candie's, Rampage, Viva, Savvy, Marcolin, National and Web. In 2015 the Italian company sold nearly 14.3 million eyeglasses.

Canadian twins Dean and Dan Caten launched Dsquared2 in 1995. Though proud of their Canadian roots, they
Canadian twins Dean and Dan Caten launched Dsquared2 in 1995. Though proud of their Canadian roots, they live between Milan and London and their brand is manufactured in Italy: its motto is in fact: 'Born in Canada, Living in London, Made in Italy'.

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